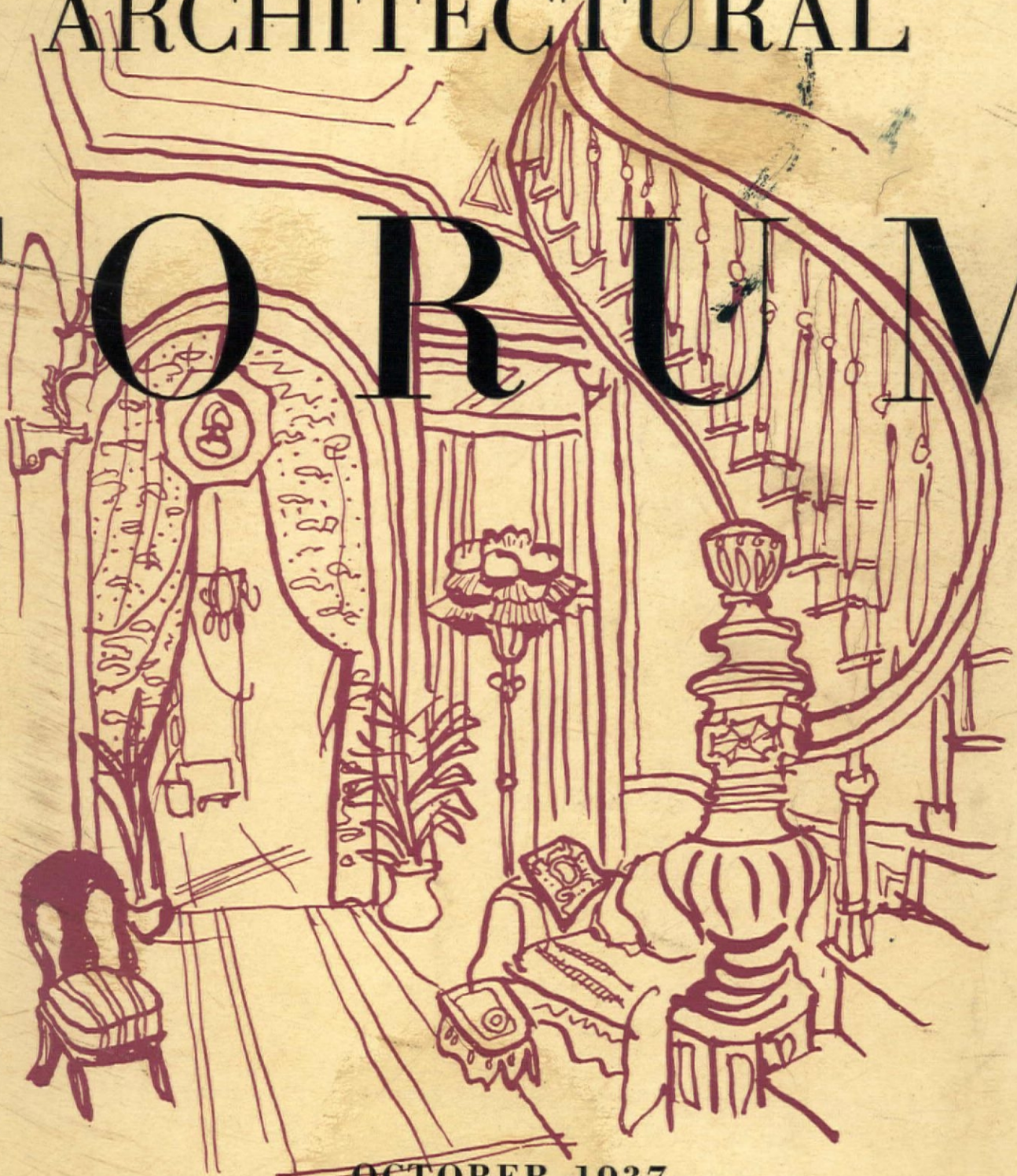
THE ARCHITECTURAL FORUM



OCTOBER 1937

DOMESTIC INTERIORS

MEMO

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ARCHITECTURAL FORUM

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OCTOBER 1937

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Editor, Howard Myers; *Managing Editor,* Ruth Goodhue; *Associates,* George Nelson, A. C. Shire, Cameron Mackenzie, Paul Grotz, Madelaine Kroll Thatcher, Peter Lyon, Henry N. Wright, John Beinert, Barbara Hunt, F. Louise Peck.

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VOLUME 67—NUMBER FOUR

THE MONTH IN BUILDING

VOLUME

PERMITS (July)	$131,941,130
Residential	53,764,056
Non-residential	44,683,932
Additions	33,493,142
June, 1937	150,624,951
July, 1936	158,170,206

Permits from the Department of Labor.

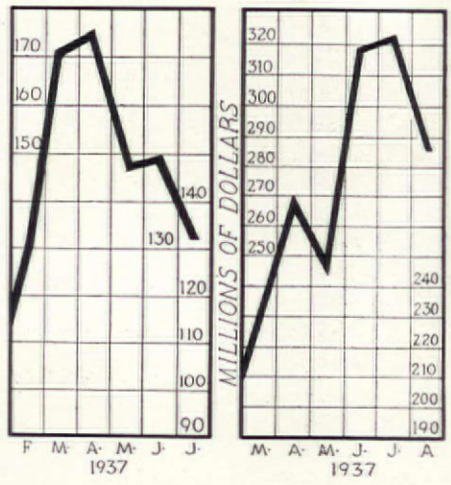
CONTRACTS (August)	$285,104,100
Residential	73,448,300
Non-residential	117,209,800
Heavy engineering	94,446,000
July, 1937	321,602,700
August, 1936	275,281,400

Contracts from the F. W. Dodge Corp.

Construction slipped seasonally off from its recovery peak established month before last, but there was good reason for the declines. Residential contracts let during August fell below the total of the same month of the previous year for the first time during the recovery period, but the August, 1936, record was considerably aided by $32,000,000 worth of public housing, while last month's total included less than $1,000,000 worth. Private residential building taken by itself shows a 6 per cent gain over August of last year.

Observers noted that some two-thirds of the July-to-August decline stemmed from a decrease in the amount of publicly-financed building, noted further that in the category of unusually large projects costing upwards of $1,000,000 apiece, July fortuitously got $30,000,000 worth more than August. In spite of these two adverse influences, the August total represented a gain of 4 per cent over last year and a decline of less than 11 per cent from July.

PERMITS CONTRACTS



ENGLISH EYES. Bible of the British banking fraternity, and among the two or three leading financial journals of the world is London's weekly *Economist*. Concerning itself primarily with the affairs of the British Empire, it nevertheless finds space for reports from its special correspondents in the leading countries of the world. Last month its U.S. correspondent sent in this particularly trenchant analysis of our building industry:

"Building is the most disappointing feature of the revival. In the fifth year of recovery, total construction is only three-fifths of the prosperous, but not boom, level of 1923-25, and residential building is less than half of that level . . .

"The cause appears to be the rapid rise in building costs, including both labor and materials . . . In addition, the potential builder is confronted with very burdensome restrictions both by the labor organizations and by local building codes in many areas. And, despite much discussion and experimentation with prefabrication and new methods, little technological advance has been made—certainly not enough to offset the higher costs.

"At the root of the difficulty seems to be the fact that the building industry is, generally speaking, operating at capacity. It appears to lack the ability to expand, even in the presence of conditions which point to higher volume, and so prices and costs mount. This is the result of the depression experience of the industry; while other major trades were depressed, the building industry was demoralized. To a considerable degree, therefore, recovery involves reconstruction, which is a slower process than the mere expansion of output where adequate capacities exist.

"Building in this country is a local activity, probably to a higher degree than in most other nations. While large nation-wide building supply companies exist, the entrepreneurs are generally very small and have little capital. The ravages of the depression practically wiped them out of existence. At the same time, during the years when building was notable by its absence, the supply of skilled labor fell rapidly as apprenticeship ceased and building tradesmen went into other occupations.

"The building industry entered the recovery period, therefore, lacking capital, skill and entrepreneurs to a degree not paralleled in any other important field. When demand expanded, volume could rise but moderately despite governmental aid, so that costs have mounted rapidly. Various factors have intensified this basic problem. Substantial amounts of distress property have been on the market as a result of foreclosures during the depression; since these have been offered at low prices they have discouraged new building in some areas. Building labor has been particularly able to enforce short hours at high pay. The system of distribution of the large building supply companies, whereby they sell to small local dealers interested in high profit margins per unit, has prevented the realization of the benefits of mass production. Labor's demands upon the local politicians have produced many extremely onerous and restrictive local regulations.

"In industrial building, political and labor uncertainties have caused business men to withhold optional construction rather than to engage in projects looking some distance ahead. The pressure has rather been to obtain labor-saving machinery to offset rising labor costs, so that machinery has boomed while building has lagged. Government-subsidized housing projects, although surprisingly few, have generated considerable fear among private builders that subsidized projects might damage any developments in which they might engage. Finally, the Federal Housing Administration and most lenders are imposing stricter standards than have ever before been known here, which is doubtless socially and economically advantageous over a period, but exerts a retarding influence at present.

"The low level of building, and particularly of residential building, can hardly continue after this year. Shockingly few new houses and apartments are being built in proportion to the population, to say nothing of the long gap during the depression when there was no building. Government efforts to find a solution to the problem are being renewed, but whether or not they accomplish more than Washington has thus far been able to do, rising and much higher construction levels seem certain to be seen before this cycle has run its course. The danger is that the work may be done at excessive cost levels."

NEW HOMES. Every year it is the custom of forecasters to estimate the number of new houses to be built during the year. How near these estimates approach to simple and wild surmises is well shown by the variance of expert opinion, a vari-

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VOLUME 67
Number 4

THE MONTH IN BUILDING

ance which last year stretched all the way from 225,000 units up to 400,000. Last month from the Department of Labor came the results of the first scientific, nation-wide sampling of this market covering the first six months of 1937. This sampling embraced more than 1,500 cities with populations ranging down to 2,500, or more than 85 per cent of the urban population of the U.S. according to 1930 Census figures. Considering that the urban population of the country comprises about 55 per cent of the total, this means that the sampling covers slightly less than 40 per cent of the country as a whole, an unknown percentage of its total home construction.

Highspots of the results:

¶ There are 118,597 dwelling units provided in new dwellings in the entire urban area during the first six months of 1937. (This estimate is, of course, an extension of the figure covering the known 85 per cent of the urban areas.) This represents an increase of 33,000 units, or 39 per cent over the corresponding period for 1936.

¶ All cities registered increases, but the rate of increase was greater in towns with populations under 25,000. The most pronounced gains were registered in the Pacific Coast States.

¶ Of the 118,597 dwelling units erected, 79,968 were single-family dwellings; while the category to show the greatest increase over 1936 was two-family dwellings which rose 52 per cent to 7,394.

¶ In the New England States more than 86 per cent of the new dwellings were of the single-family type. In the Middle Atlantic States nearly 56 per cent of the new units were in apartment houses.

Urban construction for the second half of any year generally lags behind its first half total, and this should be particularly true this year because of the rapid rise in construction costs which hit the market about April. On the basis of these assumptions, total new construction in urban areas for 1937 should comprise about 180,000 units.

There has never existed any adequate comparison of the volume of rural and urban building, but a rational assumption seems to be that actual *new* construction of homes in rural areas is considerably lower than it is in urban areas, that it will be especially low this year as the force of the back-to-the-city movement begins to make itself felt once again with the return of industrial prosperity. A safe and sane guess of total U.S. new home construction: for 1937: urban, 180,000; rural, 100,000; total, 280,000.

RESEARCH PROGRAM. "To furnish to government agencies, the building industry, and the public technical information from every available source on the engineering properties of building materials as incorporated in the structural elements of a house, with particular reference to low-cost housing." Such was the official description of the new job which the energetic Bureau of Standards has cut out for itself, and which the last session of Congress implemented with an appropriation of $198,000.



Harris & Ewing

Bureau Researcher Dryden

The elements of the program were worked out by the Bureau in consultation with a special group from the Sub-Committee on Design and Construction of the Roosevelt-created Central Housing Committee. The work will include the analysis and testing of new materials and equipment as well as old. The testing will be carried on as far as possible under service conditions, and will include an investigation of the effects of various materials in contact. An attempt will be made to determine the useful life of various forms of construction; the effect of obsolete building codes on construction. Only those structural elements suitable for use in single and row houses, and for low-cost apartments will be examined. The problems which fall within the scope of such a program will include those of thermal insulation and ventilation, moisture condensation, corrosion of steel in wall panels, adhesion of paints, penetration of rain.

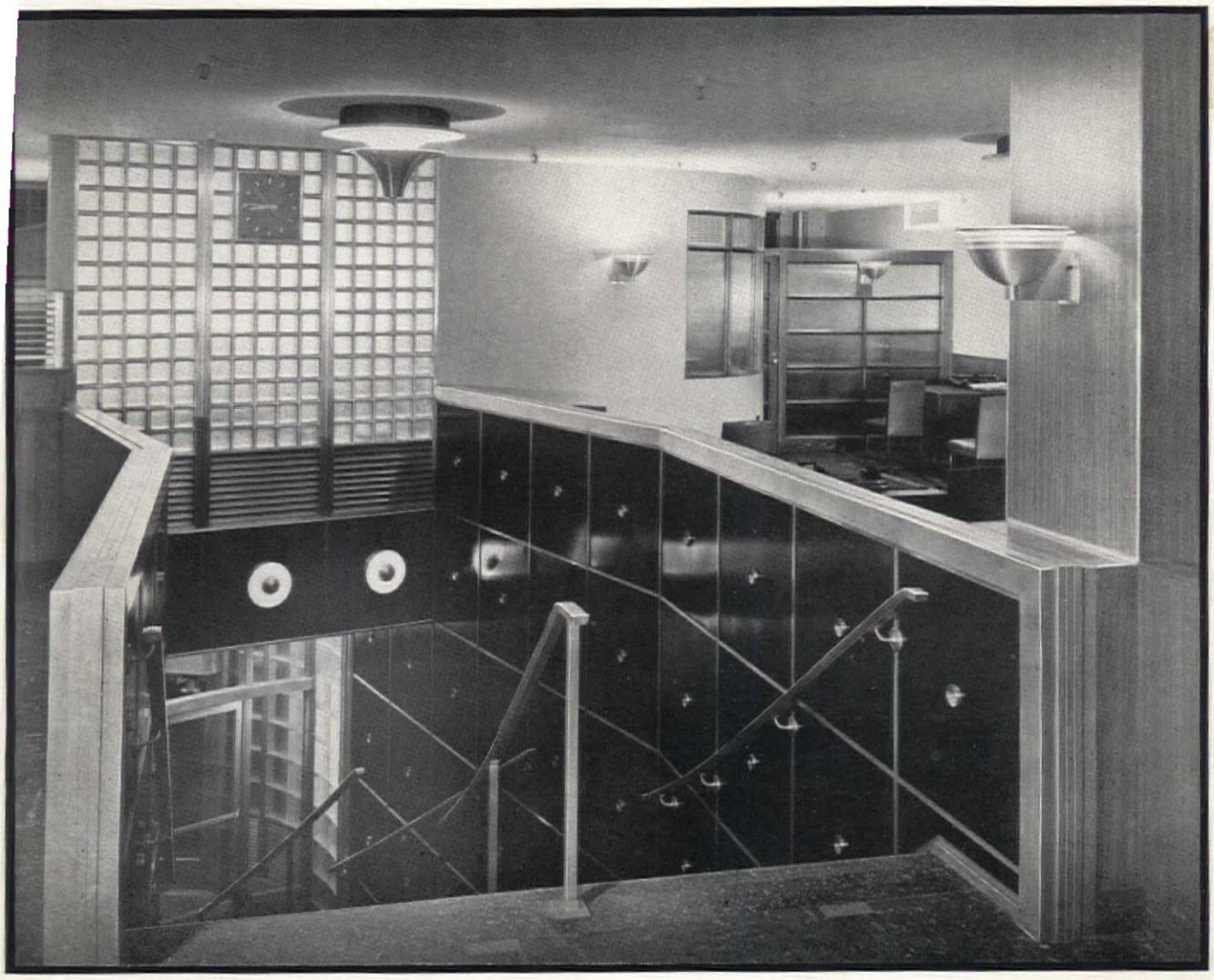
Behind this dry catalogue and in the prosaic title of the Bureau of Standards lie vast and exciting possibilities for the building industry. Created in 1901, the Bureau has time and again made industrial history, today can rightfully measure its importance by the twenty buildings it occupies in 43 acres of Washington, D. C. park, the thousand researchers and scientists it employs. For the automotive industry it did research into brake linings which has resulted in an annual saving of $30,000,000. Its work on the plumbing systems of small houses has already made possible savings up to $200 a house. By reducing the standard designs of chinaware from 700 to 67, it has reduced the cost of plates, platters, cups and saucers by about 15 per cent.

In the course of its work it has evolved such esoteric instruments as scales to weigh electrons and scales to weigh bridges; sound detectors which can detect a street cleaner's brushing a block away; an interferometer sensitive enough to measure the deflection caused by one hand's pressure on a 40-inch brick wall; and an ultra-micrometer which measures a movement of one-millionth part of an inch—which, the Bureau sadly admits, "is too sensitive for any known use."

Directly in charge of the Bureau's latest project is Dr. H. H. Dryden. Today in his late thirties, he graduated in 1916 from Johns Hopkins, took his Ph.D. in physics there three years later. Year before he received his second degree he went to work for the Bureau, has been there ever since. He has served as head of the Aerodynamics Division, and, since 1934, as chief of the Mechanics and Sound Division.

LABOR SMOKE. Squaring off for the annual convention of the American Federation of Labor to be held this month in Denver, AFL and CIO spokesmen alike have filled the industrial air with bad-natured recriminations. Within the building trade unions alone did these words graduate to acts. In Indianapolis the National headquarters of the United Brotherhood of Carpenters and Joiners of America ordered all its locals in the U.S. and Canada to refuse to work with materials furnished by CIO unions.

Actions like this are the logical and bootless culmination of the current CIO–AFL strife, and the action of the Carpenters bears watching if only because its counterpart is bound to appear again and again over the next year. First observable result of the ukase has been—nothing. A majority of all carpenters' lumber comes from the Northwest, which is 75 per cent unionized under the CIO. A great deal of West Coast lumber is shipped East in bottoms manned by seamen in CIO unions: is unloaded by CIO dockhands. The AFL carpenter, however, is unable as yet to make his do-or-die decision about the lumber he uses. Reason: lumber bears no union markings of any kind. When it does, the Carpenters' boycott cannot help but die of jurisdictional complications; until it does, there is no boycott.



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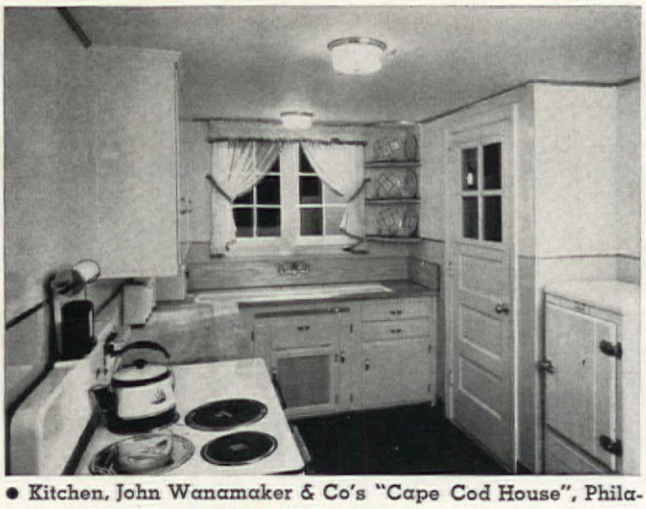
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● Bedroom, Ladies' Home Journal's "Cape Cod Cottage", New York City. Beautified with S-W Flat-Tone Wall Finish.



● Kitchen, John Wanamaker & Co's "Cape Cod House", Philadelphia, Pa. Painted with S-W Semi-Lustre and S-W Enameloid.



● Living room, House Beautiful's "Traditional House", New York City. Painted with S-W Flat-Tone Wall Finish.



● Boy's room, John Wanamaker & Co.'s, "Cape Cod House", Philadelphia, Pa., finished with S-W Woodcraft Stain, S-W Flat-Tone Wall Finish.



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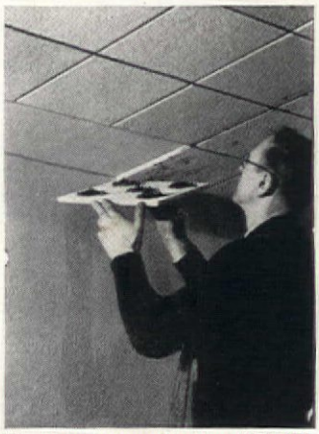
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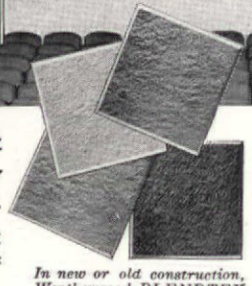
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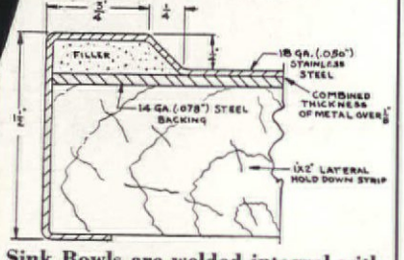
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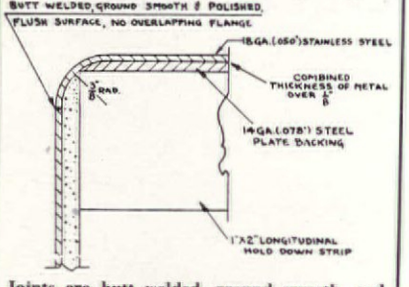


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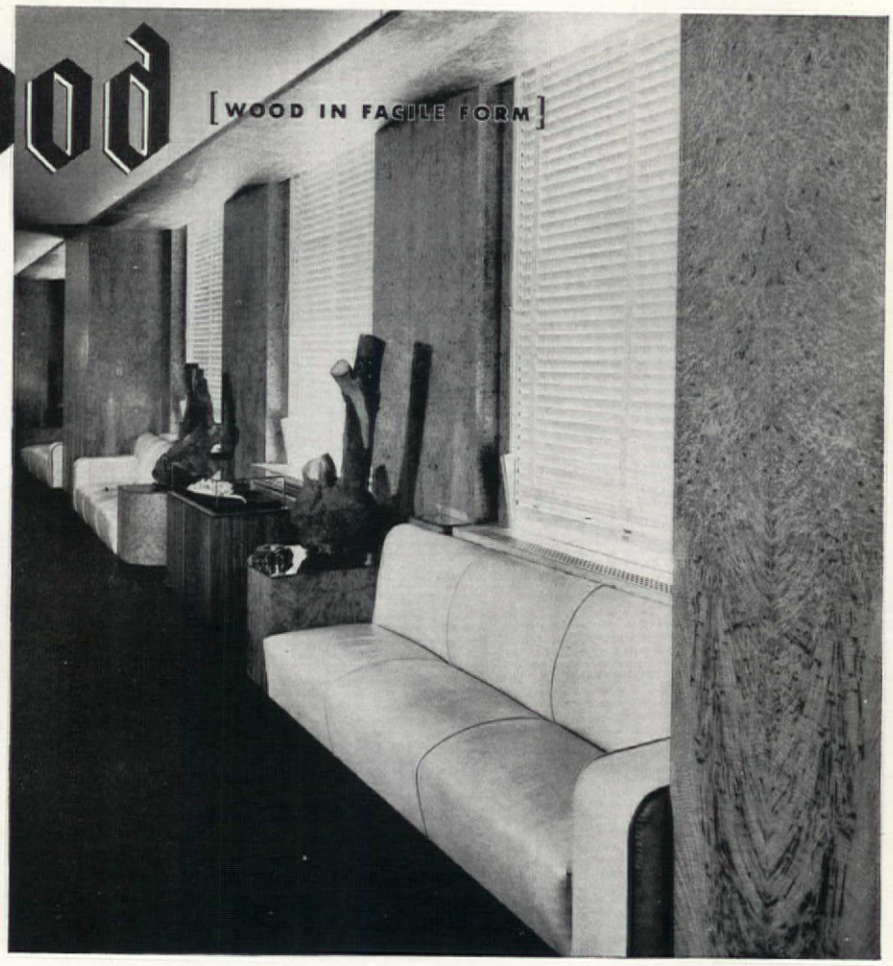
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"Our Headquarters should reflect the beauty, distinction and satisfaction which make 'Flame Grain' Pipes real treasures," said Kaywoodie Company to Designer Irving Schwarcz. How ably he handled his assignment is shown by the photos; but they do not show the mellowness of the Redwood Burl, with which he treated walls, fixtures and soffit.

Redwood Burl was used, not only because of its warmth and beauty, but also because the "Flame Grain," which gives Kaywoodies their distinction, is the result of careful selection of Grecian Briar Burls, some over 400 years old. The room combines the alertness of modern merchandising with the mellowness created by natural wood burl . . . fitting headquarters for the world's largest consumers of Briar.

Redwood Burl is outstanding because cutting across the twisted, distorted fibers of the warts of these California giants reveals figures of unusual beauty. Flexwood is genuine veneer mounted on cloth, and made flexible for direct wall application. More than 40 woods are available to meet any design requirement. It takes any wood finish and its cost puts no strain on the normal budget. Samples and data will be sent gladly.



UNITED STATES PLYWOOD CORPORATION, 103 PARK AVENUE, NEW YORK

Manufacturers of Flexwood, Plywood, Armorply . . . and kindred products



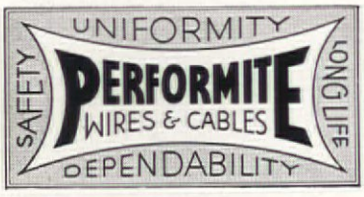
The mark of Reliability

Hazard Performite Safecote is made by the Hazard Insulated Wire Works (38 years of experience) a division of The Okonite Co.



The mark of Confidence

Hazard Performite Safecote is built to Safecote standards — a flame retarding, moisture resistant braid covering that inspires Confidence.



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provides all of the qualities that give long-lived, fire and moisture resistant building wire. It will last as long as the building itself. The Government has adopted this super-aging insulation for Federal buildings and other purposes. It is standard for fire alarm, police signal and traffic control cable. Where it is essential to have the best, there you will find Hazard Performite Safecote Building Wires.

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Donald C. Goss, Architect, designed this home in Marblehead, Mass.



A HIT!

Anaconda *Economy* Copper Roofing Wins Nation-Wide Acceptance



FREE!

This complete Sheet Copper Handbook

Copper & Brass Research Association has spent years gathering information for this cloth-bound, 110 page, "Sheet Copper Handbook." 148 mechanical drawings show the most generally accepted practice for laying sheet copper roofing and flashing, and the construction and installation of gutters and downspouts. Will be sent free to architects. Address COPPER & BRASS RESEARCH ASSOCIATION, 420 Lexington Avenue, N.Y.C.

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Anaconda *Economy* Copper Roofing offers all the traditional charm and durability of copper roofing at a cost which has justified its extensive use on homes throughout the country.

Lighter weight (10 oz.) sheets lower material costs appreciably. Narrower sheets provide spacing of 13¾ inches between standing seams—a width in keeping with small roof areas. This reduced spacing provides all the rigidity and wind resistance obtained with wider sheets of heavier metal.

The American Brass Company has familiarized the sheet metal trade with Anaconda *Economy* Copper Roofing. Experienced contractors in all sections of the country are available for its efficient application. For further information, see our catalog in Sweet's.

ANACONDA
from mine to consumer

Anaconda Copper

THE AMERICAN BRASS COMPANY, General Offices: WATERBURY, CONN.

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THIS LARGE room, before Sloane decorators took it in hand, had the cold stilted atmosphere of a museum, dominated by the mantel . . . a copy of the one in the Vatican library. Shown here, the living room is a fine example of great dignity combined with friendly intimacy, using fine antiques in a background they deserve yet incorporating them in daily living. Your problem may be entirely different . . . but whatever it is, let Sloane decorators work with you. Starting with bare walls, they help you create a background that is perfectly keyed to the furniture and to the owner's mode of living. And if you want additional antiques or fine Master Craftsmen reproductions, you will find the Four Centuries Shop the happiest of hunting grounds. *Decorating Counsellors Third Floor.*

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WASHINGTON, D. C., SAN FRANCISCO AND BEVERLY HILLS, CALIFORNIA

"... and thanks for suggesting Bryant Winter Air Conditioning"



Comfortable Clients are Satisfied Clients

"We've never been so comfortable before" . . . "haven't had a cold since we moved in" . . . "our beautiful new house STAYS clean" . . . "it's so convenient — we never have to look at the furnace" . . . "thanks for suggesting Bryant" . . .

Expressions like these warm the heart of every architect, point surely to new business from friends and acquaintances of satisfied clients. Expressions like these are common from clients whose new homes are Bryant-equipped. And today, more and more homes are being equipped with Bryant Air-Conditioning and Automatic Gas Heating.

Bryant is the pioneer builder of gas heating equipment. Every Bryant heater — and its all-important controls, as well — is the last-word product of exclusive Bryant *gas* engineers, backed by 30 years of successful experience.

The Bryant line is complete. It provides for every type of residence, from modest cottage to elaborate mansion—at prices that are *right*. Rest assured, you can specify Bryant heating with full confidence that it will produce comfortable, satisfied, enthusiastic clients.

For full information on Bryant heating see your local contractor or gas company. Or, write direct to the Bryant Heater Company, 17874 St. Clair Avenue, Cleveland, Ohio.

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COMPLETE WINTER AIR CONDITIONING

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SMALL-HOME FORCED-AIR HEATING

Finest fully-automatic, low-cost gas heater available for small residences.



EVERY STEAM OR HOT WATER SYSTEM

A better boiler for every radiator system, by the builder of the first gas boiler.

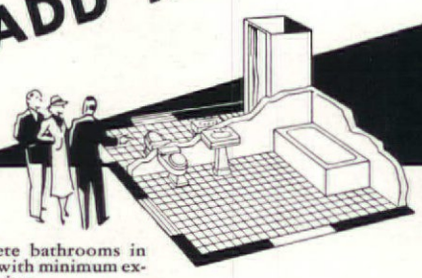
BRYANT *Gas Heating*

AND AIR CONDITIONING FOR EVERY RESIDENTIAL AND COMMERCIAL NEED

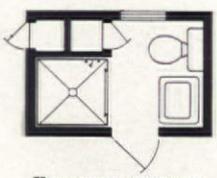
STRIKINGLY MODERN • DEPENDABLY PRACTICAL

WEISWAY *Cabinet Showers*

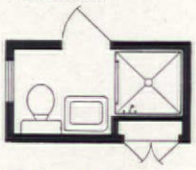
ADD MORE LIVABILITY



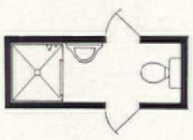
Two complete bathrooms in small space, with minimum expense for piping.



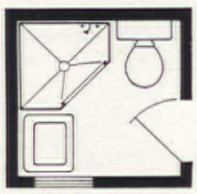
Here space economy and convenient fixture arrangement are combined with linen storage cabinet.



This arrangement provides complete bathroom facilities in very narrow limits.



A complete bath may be located between bedrooms with access from each.



A corner entrance Weisway saves space, accommodates complete bathroom fixtures in small square.

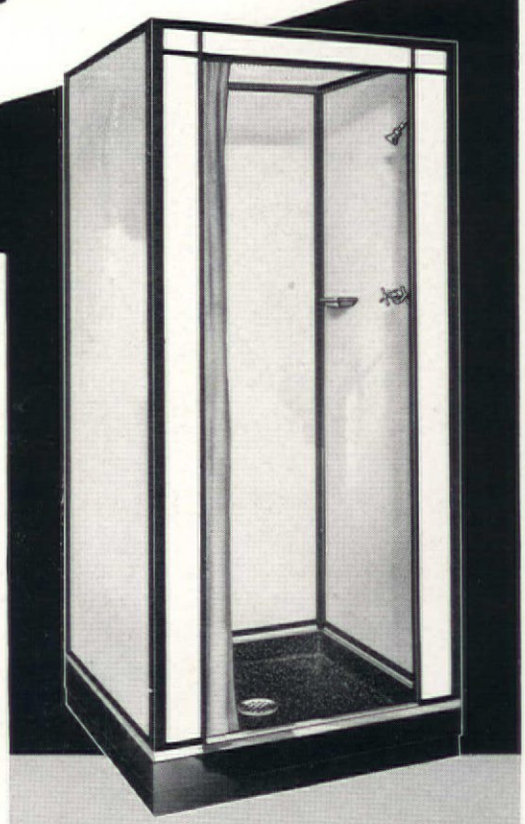
● A strikingly modern idea, embodied in a dependably practical product, thoroughly adapted in detail to advanced building practice—Weisway Cabinet Showers achieve new standards of livability in small homes and large.

Architects use Weisways to solve the space problem of extra baths—appreciate the ready adaptability of these leakproof cabinet showers to modern layout and construction technique. Weisways are made in colors to match or harmonize with any decorative scheme.

The "convertible study" with its adjoining complete bath—the shower off the recreation room—*extra* baths all through the house—are added use-values made possible by Weisways, *in both new and modernized homes.* Suggestive layouts at the left show how Weisways make complete bathrooms easily possible, in small space, at low cost.

Exclusive Foot-Grip, No-Slip floor of vitreous porcelain (patented) is sanitary and safe, wet or dry—adds new, sure-footed comfort.

Let us tell *you* how Weisway Cabinet Showers add extra values, in new building and modernizing—in homes, clubs, institutions, commercial buildings. Mail coupon now!



V. P. WEISWAY, shown above right, is one of many styles suitable for homes of every type.

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MORE LIVABILITY PER BUILDING DOLLAR SELLS NEW HOMES



FROM THE LOOMS OF THE EDINBURGH WEAVERS

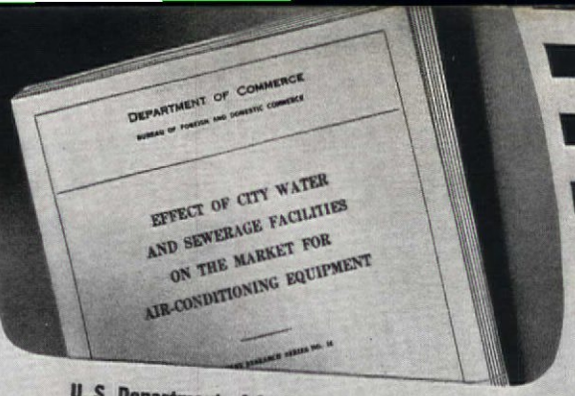
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IR-CONDITIONING THREATENED BY LIMITATIONS OF WATERWORKS AND SEWERS



U. S. Department of Commerce makes survey

The possibility that air... ing installations will be curbed o... types modified by the shortage of municipal water supplies and of facilities for sewage disposal looms as a specter for the now booming infant industry. Of 92 cities surveyed by the Department of Commerce, 38 have taken steps to limit the water-using type of air-conditioning equipment, and other cities threaten to do like-

Finds situation already serious

of selling effort used. Thus there are a number of cities wherein the available supply of water is barely equal to current demand. Obviously any efforts to sell air-conditioning installations designed to draw their water supplies from the city sources will fail in such communities, since it will be impossible to obtain the necessary water service. This holds true

Many water supplies overburdened

private wells. The result of this heavy discharge of additional water into the sewerage systems of the communities has in some cases - Chicago is an outstanding example - placed so great a burden on the sewerage facilities that it has become necessary to place limitations on the further installation of water-using air-conditioning plants, either in the com-

City sewers flooded by air-conditioning systems

KOPPERS WATER-COOLED ROOFS SOLVE THIS PROBLEM



Koppers Roofs can withstand water



Use of roof as cooling bed permits re-use of water



Send for the specifications on Koppers Water-cooled Roofs

Koppers Company,
Tar and Chemical Division AF-10
Pittsburgh, Pa.

Send me your roofing specifications which include water-cooled roofs.

Your Name_____

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KOPPERS

Beauty bears repeating

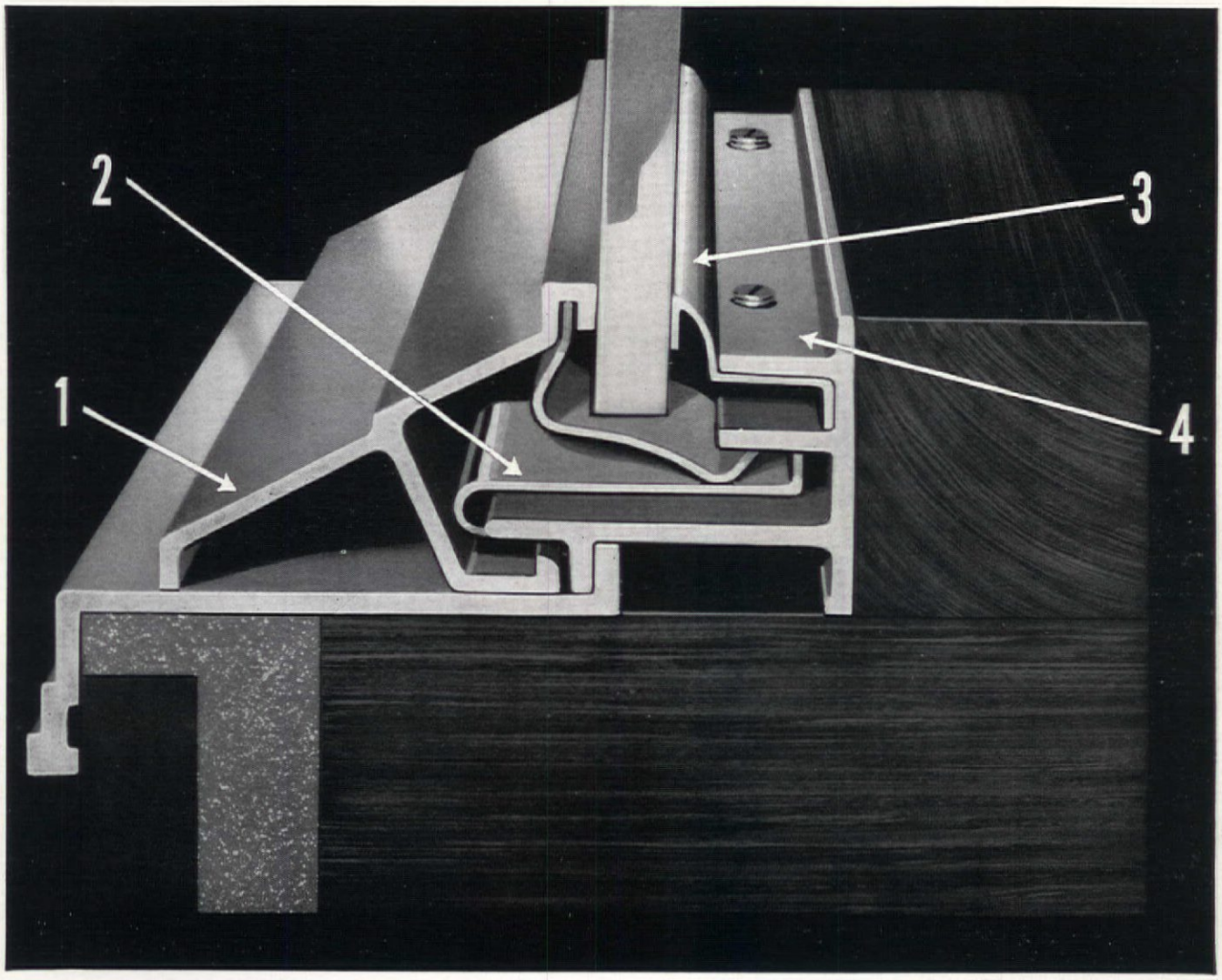


● By providing an exquisite background for objects of beauty, mirrors repeat and enhance their charm. Beautiful in themselves, ample mirrors brighten and enlarge rooms . . . repeat important colors . . . become the dominant element of the entire decorative scheme. Architects and interior decorators find innumerable effective uses for mirrors as a facing material for screens, table-tops and accessories—as a trim around doors and fireplaces. In delicate shades of blue, peach and green, mirrors are unusually smart and distinctive. Your local Libbey•Owens•Ford Glass distributor will be glad to cooperate with you at any time.
LIBBEY • OWENS • FORD GLASS COMPANY, TOLEDO, OHIO

LIBBEY • OWENS • FORD

Quality Glass

ZOURI EXTRUDED STORE FRONT SASH No. 1210-X



—WITH FULL CUSHION GRIP ON GLASS



ROLLED SASH

The complete ZOURI Rolled Store Front line features the famous Safety Key-Set Sash illustrated above. Dependable service is given also on special metal requirements. Recent developments:

RECESSED AND CONCEALED AWNING BARS (stock)

ENTRANCE DOORS

METAL SIGN LETTERS

SNAP-ON AND OTHER MOULDINGS

ORNAMENTAL METAL WORK

The importance of proper functioning cannot be overemphasized in judging store front sash. For the nature of the hidden mechanisms is what determines the degree of glass protection.

This attractive extruded sash—part of the complete line of ZOURI extruded construction—is equipped with Spring Mechanisms in face and Continuous Spring in gutter. This splendid functioning follows time-tested principles established by the famous ZOURI Safety Key-Set Sash. It assures an absolutely safe and dependable glass setting. For it holds plate glass in a secure yet yielding grip—without looseness or rattling—without rigidity or binding! See illustration.

1. As pressure from screw in gutter is applied to Spring Mechanism, the ZOURI face moulding is drawn back in true alignment—distributing pressure evenly along face of glass. Removable only from inside.

2. Flexible Spring Mechanism which gives vital cushion grip to face of construction. Strong grip assured on glass from 3/16″ to 5/16″.

3. Continuous Spring at back holds glass with even, yielding grip, which, with action of mechanism at front, allows for the inevitable movement of large plates of glass.

4. Wide, strong gutter member provides amply for moisture from glass and gives secure anchorage to framing. Self-supporting.

Write ZOURI Store Fronts, Niles, Michigan, for folder on Extruded Sash No. 1210-X, and for F. S. Details of Extruded and Rolled Construction.

ZOURI STORE FRONTS

FORUM OF EVENTS



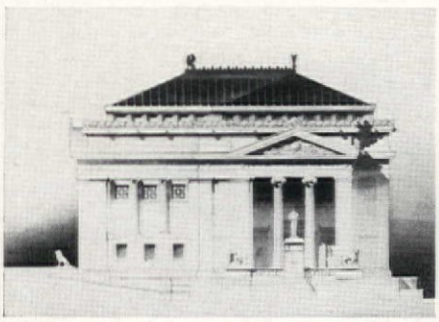
Peter A. Juley & Son

1937: Rome's Pantheon inspired this adaptation, which, as proposal for the Thomas Jefferson Memorial, is still an artistic storm center.



1874-1937

JOHN RUSSELL POPE



1894: The McKim Prize-Winning Drawing.



Wurts Bros.

1934: The National Archives Building.



1930: "The Waves," his Newport Home.



1935: The Theodore Roosevelt Memorial.

AN editor of the New York *Times* sat down at his typewriter last month and tapped out a fitting epitaph: "A disciple of the neo-classic, believer in both the rightness and the practicability of perpetuating in America the ideals of an ancient world, [he] was equipped with brilliant success to translate his dreams into a speech of marble."

Reason for this encomium was that John Russell Pope was dead, at 63, of pneumonia.

John Russell Pope's career supplied an appropriate sequitur to its first steps. The first winner of a scholarship to the American Academy in Rome, he continued ever the academician by designing, in Neo-Gothic and Neo-Grecian, and Neo-Georgian, an impressive list of famed and various structures.* Consequentially, he was among the most honored of contemporary architects. For his massive Scottish Rite Temple he won 1916's Architectural League award. For the Whitney Gymnasium at Yale the 1932 Olympic Committee awarded him a medal. He won also, in 1900, the medal of the Jean LeClaire Institute and, in 1918, the gold medal of the A. I. A.'s New York chapter. He had been a chevalier of the Legion d'Honneur since 1922. He served on the National Commission of Fine Arts under Presidents Wilson and Harding and on the Federal Board of Consulting Architects under President Hoover.

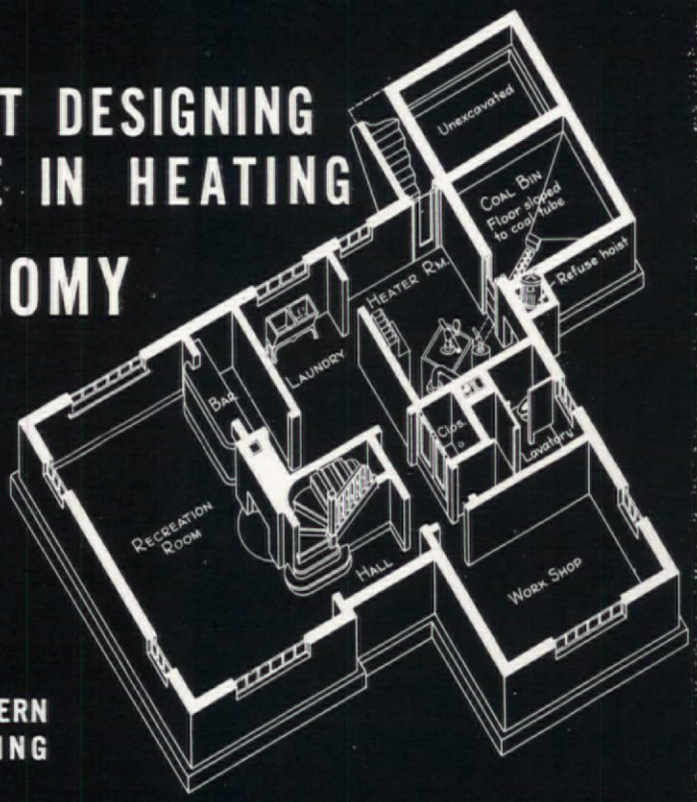
From his studies at the College of the City of New York and Columbia University, Architect Pope went to Rome and to Paris, for work at the American Academy and the Ecole des Beaux-Arts. He had, since 1933, been president of the American Academy.

To Pope's close associates of thirty years, Otto R. Eggers and Daniel Paul Higgins, he leaves the principles and ideals which are the heritage of every great office.

(Continued on page 20)

*For a partial list of Architect Pope's work, see page 104.

MODERN BASEMENT DESIGNING FOR CONVENIENCE IN HEATING *Plus* ECONOMY IN FUEL



NATIONAL COAL ASSOCIATION

BASEMENT PLANS FOR MODERN BITUMINOUS COAL HEATING

Economy is no longer a stranger to convenience in heating. Modern basement designing for using the modern fuel—bituminous coal—provides any degree of convenience desired from efficient hand-firing to fully automatic firing.

The fundamental principle of basement designing for modern bituminous coal heating is to keep driveway, coal storage and heating unit as close together as possible. How this can be done so as to provide abundant basement space for other utility or recreational purposes is shown in detail in our portfolio of "Six Typical Basement Designs for Modern Bituminous Coal Heating," A. I. A. file 30-G. A copy will be sent you, without obligation, if you will fill out the coupon and mail it to either of our offices.

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Five of the Reasons

FOR RECOMMENDING MODERN BITUMINOUS COAL HEATING



1 **Convenience:** With modern *bituminous coal,* your clients can have the amount of convenience for which they wish to pay at the lowest cost of any fuel. Boilers, furnaces and bins for hand-firing can be so designed that labor is reduced to a minimum. Automatic firing is available either through hopper feed stokers requiring a few minutes' attention once a day, even in the coldest weather, to the fully automatic bin feed stokers.

2 **Economy:** Modern *bituminous coal* is the lowest fuel in first cost, the cheapest by far to burn. Tremendous unmined supplies scattered throughout the country insure plenty of fuel in the future, which means that your clients will not face rising prices due to imminent shortages of supply.





3 **Dependability:** *bituminous coal* is a safe fuel, free from danger of explosion. It cannot leak and injure floors and floor coverings. Dealers always have ample supplies. Coal burners are the simplest, most dependable type of automatic heating equipment.

4 **Cleanliness:** Scientific washing, sizing and dustproofing treatment make today's *bituminous coal* clean to handle and clean to burn. No greasy soot on walls and furnishings. Modern enclosed storage bins insure spotless basements and living rooms.





5 **Health:** Health authorities have long advised uniform home temperatures for health and comfort. Avoid unhealthful "Temperamental Temperatures" by using modern *bituminous coal.* Its sustained fire keeps the floors warm, prevents a cold layer of air at ankle height, insures health and comfort by maintaining uniform temperature in your home.

NATIONAL COAL ASSOCIATION
The National Organization of Bituminous Coal Operators

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Please send me a set of "Six Typical Basement Designs for Modern Bituminous Coal Heating," A. I. A. file 30-G. I understand there is no obligation involved.

Name ..... *Firm* .....

Street ..... *City* ..... *State* ..... AF-O

FORUM OF EVENTS





"I've had astigmatism—whatever that is—since I was seven."



Joe Day's voice slips into crescendo, wins its point, and . . .



. . . his hand comes down for the third time to end the bidding.

IF Joseph Paul Day failed to appear in his customary uniform of a dark blue suit, a dark blue bow tie, a white shirt, and a white flower in the button-hole, it is doubtful if his friends would recognize him. In this uniform he has sold more real estate than any other man in the world, quick or dead. And in this uniform he gesticulated once more from behind a Westchester rostrum at the forced sale of some closed national bank real estate last month.

There is good reason for the fact that Joe Day is today's shrewdest real estate salesman. It is that he enjoys the work hugely, and makes his audience enjoy it just as thoroughly. He is a superb showman. His problem last month was monumental. He had to hand the disposal of some 1,000 parcels of real estate, all frozen, 20 per cent of them such white elephants that the FHA refused mortgage insurance, while reducing the period of amortization to twelve years in a number of other cases. This glum circumstance served merely to afford Joe Day with more openings for his quick tongue: "What is this piece?" he shouted to the receiver of one antiquated crate. "Pre-General Grant?" The receiver flashed back: "No, pre-George Washington." Whether this had been rehearsed or not, the crowd roared.

And the crowd certainly comes when Joe Day's name is on the ticket. Auctioneer Day whistles into the microphone to get attention, stamps his feet rapid-time to whip the audience up, then shouts and croons and pleads in a resonant bass voice. His chief attack is frontal: he carries his kidding directly to the customers. But canny aislemen, among whom are his three strapping sons, hover over bidders, urge parcels winningly, ingratiatingly.

Result of Joe Day's magnetism: $631,250 worth of sales, excluding a group which was retired from auction in favor of private sale.

For Joe Day's reflections on his banner day, see the quoted captions.



Like the good actor he is, Joe Day chafes before an empty house. Any vacant chairs he orders removed.

Rex Hardy, Jr. Photos



"It must be someone I sold a house to."



"Thirty clerks. That's what I call overhead."



The customer signs.



"Here's a shrewd customer."

"Yes, We Know the Chrysler Name"



Your clients know Chrysler's great reputation for modern, scientific designing, careful workmanship, dependable performance. Those are the things you'll find in Airtemp equipment.

CHRYSLER'S AIRTEMP OFFERS A COMPLETE LINE

INVESTIGATE Chrysler's Airtemp complete line of modern home heating and air conditioning equipment!

You'll find that Airtemp offers many exclusive Chrysler-designed economy features... that every part of every unit is built to give long, trouble-free service... famous Chrysler dependability.

Important, too...Airtemp's line is *complete!* There are oil and gas burning models to choose from...a wide range of sizes ...units which are ideal for new houses and for modernizing old heating systems!

For full details on this remarkable line of automatic home heating and air conditioning equipment write to AIRTEMP, INC., Dayton, Ohio. Get the facts!



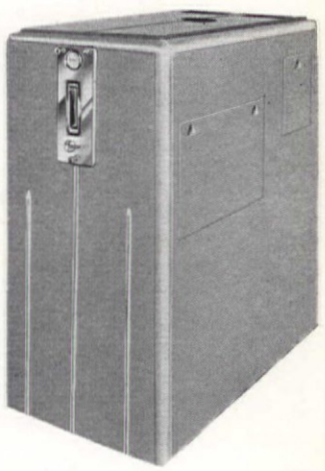
CHRYSLER'S AIRTEMP WINTER AIR CONDITIONER

Heats, filters, circulates and humidifies the air...*at the cost of heating alone!* Summer cooling unit easily added at any time. All sheet metal surfaces "Bonderized." All working parts completely enclosed. Heavy, one-piece, reinforced steel base eliminates need of special foundation. Oil and gas burning models. Four sizes. Send for Architect's Specification Sheet, Form L-3212.

CHRYSLER'S AIRTEMP ECONOMY BOILER

For hot water, vapor and steam heating systems.

Designed to get maximum heating value from minimum fuel. Gas and oil burning models to fit every domestic heating need. Especially designed for optional use with the indirect air conditioners in split system application. Send for Architect's Specification Sheet, Form SS-1456.





CHRYSLER'S AIRTEMP ECONOMY OIL BURNER

Streamlined Draft Chamber and other special features make this an oil burner that's truly economical. Completely automatic. Easily installed. Flame can be "focused" to fit any type of fire box. Complete line of sizes. Send for Architect's Specification Sheet, Form SS-142.

Chrysler's Airtemp

HOME HEATING AND AIR CONDITIONING



PROFESSOR LASZLO MOHOLY-NAGY

Rex Hardy, Jr.

THE NEW BAUHAUS

At the outset of 1936, Marshall Field, III made a mild stir in Chicago real estate circles when he turned over, as a New Year's gift, the sixty-year-old Field mansion on Chicago's south side Gold Coast to the Association of Arts and Industries. Last month that gift became significant news when its future purpose was announced: it is to house the New Bauhaus.*

At present there are in the U.S. five of the Internationally-minded men who taught "a modern architectonic art, all-embracing in its scope" at the far-famed original Bauhaus. Their recognized and titular leader is still deep-eyed Walter Gropius, who last spring accepted a professorship at Harvard's Graduate School of Design (ARCH. FORUM, March, p. 14). Second best-known, certainly in Europe, is Laszlo Moholy-Nagy. On him for directorship fell the choice of the Board of Directors of the Association of Arts and Industries. Announced the Directors: "Because of Dr. Gropius' confidence that Professor Moholy-Nagy and his faculty will continue . . . the best Bauhaus tradition he granted permission that the School of Design be called the New Bauhaus."

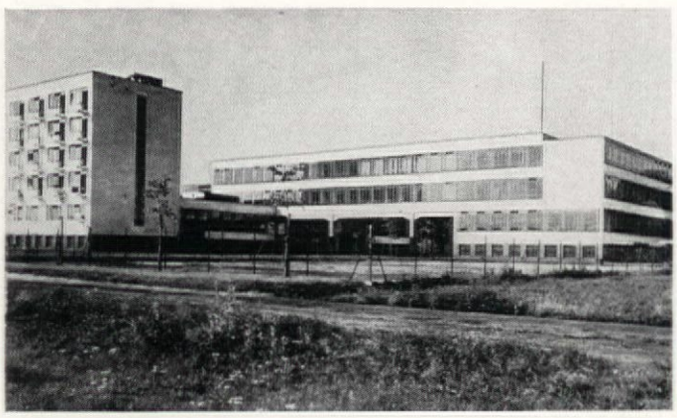
From the outside the New Bauhaus will be about as unlike the original as a crinoline is unlike this fall's Schiaparelli evening gowns. The Field mansion is in the *fin-de-siècle* Beaux-Arts tradition. It achieved a degree of lasting fame by being the first Chicago residence to be wired for electricity. But retrogress as Reichsführer Adolf Hitler would when he decreed that a pitched roof be clapped on to the original Bauhaus in order that the building be architecturally and Nordically proper, the two buildings are still sufficiently dissimilar (see below) to present a champion anomaly.

There seems little doubt that the only traditional aspect to the New Bauhaus will be the school building. Moholy, who joined Dr. Gropius' faculty shortly after the latter had taken over Weimar's Grand Ducal Art School in 1919, followed his leader to Dessau in 1925 in the revolt against eclecticism, became his closest associate. He left the Bauhaus with Gropius in 1928, the school falling upon ill political days until its eventual surcease in 1931.

Before that ignoble end, however, the Bauhaus had earned its command of world-wide attention. Its primary contribution was the philosophy of Gropius and his theories of teaching art. He deprecated the teaching of art as categorized and separate entities, each demanding a specialized training. In an effort to pull the artist back into a closer relation with reality and the people art should serve, he evolved his "workshop" theories of instruc-

(Continued on page 82)

*The German verb *Bauen* means literally "to build," more freely "to work, to create." *Haus*, a term adopted in order to differentiate Walter Gropius' group from the many *Bauschulen* (formal schools for instruction in building), meant "institute" rather than the literal "house." Another cause for choosing the name *Bauhaus* rather than *Bauschule* was the intense desire to dissipate any ideas that the Bauhaus system of instruction was patterned after traditional, theoretical forms.



DESSAU'S NEW OLD BAUHAUS

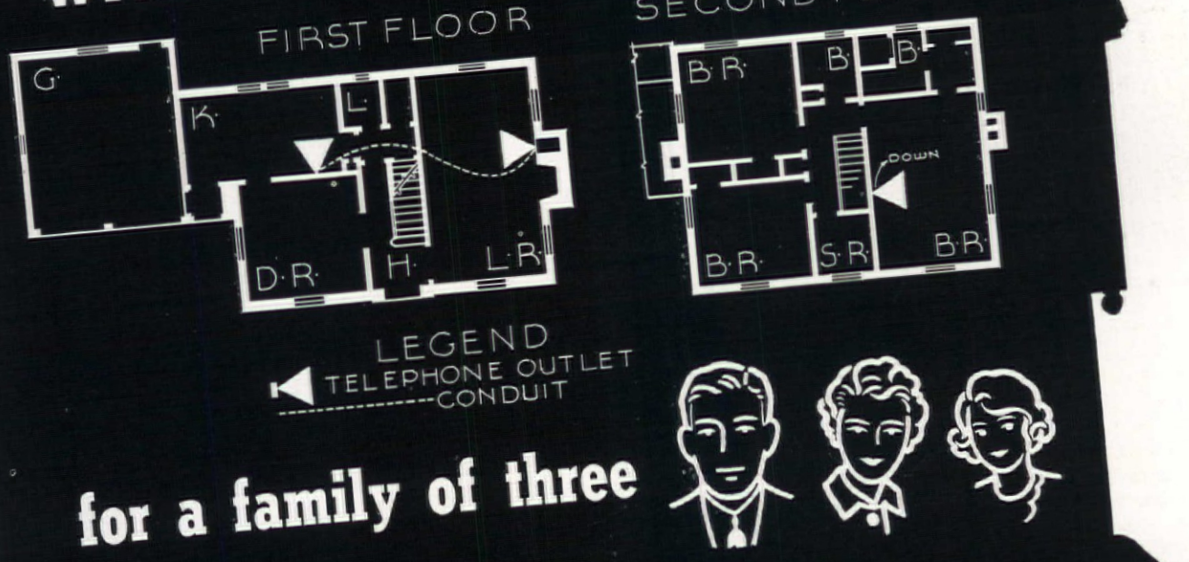


Chicago Arch. Photographing Co.

CHICAGO'S OLD NEW BAUHAUS

PROBLEM
No. 9

With this center-hall plan



for a family of three

ALBERT M. KREIDER, *Architect*

What should the telephone arrangements be?

• THE GOOD CIRCULATION of this conventional center-hall plan suggests "telephone circulation" that will be equally simple and step saving.

Built-in conduit or pipe in the walls will insure it, even if the owner's telephone requirements change in the future. Furthermore, conduit avoids exposed wiring and protects against certain types of service interruptions. For the present, three outlets will afford the convenience and the privacy that this family will demand.

Convenience dictates a telephone outlet in the living room—the hearthside closet offers an excellent location. A second outlet in the master bedroom will save steps, afford welcome protection at night—provide privacy for the teen-age daughter when her parents' guests are being entertained in the living room.

A hang-up telephone in the kitchen will keep private conversations out of the living room circle—and allow the woman of the family to make and answer calls and watch her cooking at the same time.

• • •

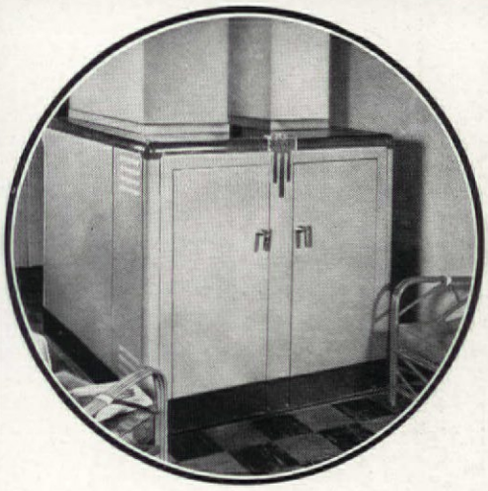
This is a suggested approach to a typical problem. Our engineers will help you develop efficient, economical telephone arrangements for your particular plans. No charge. Call your local telephone office and ask for "Architects' and Builders' Service."

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BELL SYSTEM

The Delco Conditionair *Modernizes* Home Heating!



Today, the American family wants the healthful benefits of *Winter Air Conditioning*



The new Delco Conditionair heats, humidifies, filters and circulates air, at an initial cost no greater than some types of Automatic Heating alone. When installed with properly sized ducts and high wall registers it provides the cheapest way to add summer cooling and dehumidifying — now or at a later date. Fired by oil or gas.

Thousands of homes now equipped with this Proved Type *of Winter Air Conditioning*

NOW the old-fashioned heating system, with its parched stale air, gives way to *healthful* Winter Air Conditioning. The new Delco Conditionair warms and moistens the air. It filters out germ carrying dust and pollens. It gives positive air circulation and even room temperatures.

The new Delco Conditionair brings true winter air conditioning to homes costing as little as $5000. It is not a makeshift assembly of fan, spray and furnace. The Delco Conditionair is a thoroughly engineered unit—pioneered, built and backed by General Motors. Exclusive construction features greatly increase economy in operation. And the initial cost is actually less than some types of automatic radiator heating systems.

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The Delco Conditionair is only one of the many heating and air conditioning products of Delco-Frigidaire, the air conditioning division of General Motors . . . Consult Sweet's Catalogue. Or write for more information. Our Consultation service is designed to save architects time and trouble.

It Pays to Talk to

DELCO-FRIGIDAIRE

The Air Conditioning Division of General Motors

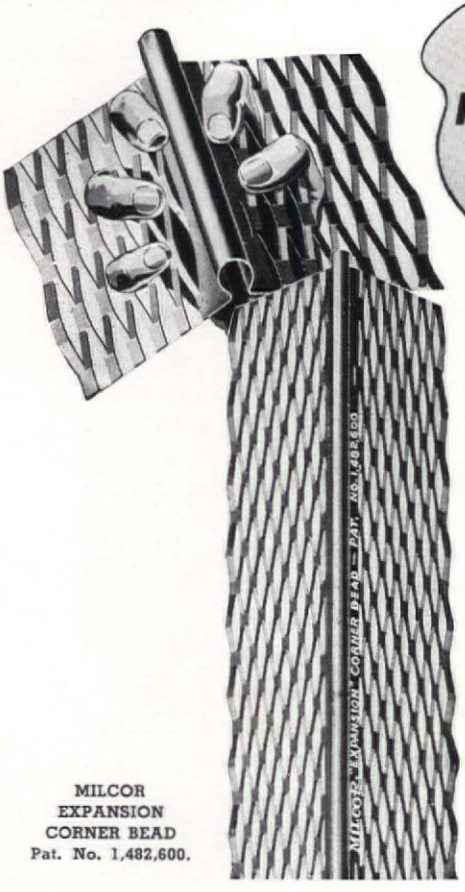
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EVERY STEEL PRODUCT YOU NEED FOR MODERN, *permanent* CONSTRUCTION — *from one responsible source*

For every fireproofing purpose, Milcor has a time-tested steel product you can depend on. Milcor has engineered a complete line of metal products that cut and shape easily, that key plaster readily, that resist settling cracks and checking.

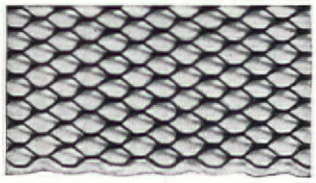
Made in five strategically located plants under one management, with one responsibility, Milcor line provides you with a single dependable source of materials — and assures lasting satisfaction to architect, builder and owner.



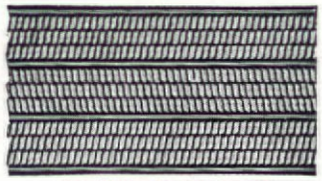
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NETMESH METAL LATH



KUEHN'S SPECIALMESH
METAL LATH

MILCOR STEEL COMPANY
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Chicago, Ill. Kansas City, Mo. La Crosse, Wis.

Von Duprin



Then Why the Broad Halls?

We put spacious hallways in the modern school—wide stairways in which every detail of tread and riser is checked and rechecked for easy walking—great wide doors, beautifully made, carefully hung.

All this to facilitate traffic between rooms and—more important—to let people GET OUT.

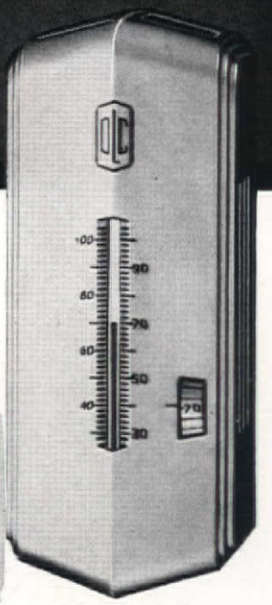
To let them out *quickly* and *safely*, install the one sure means of exit—Von Duprin Self-Releasing Fire and Panic Exit Devices. Without these devices, broad halls and stairways are a mere sham, *for the doors are the neck of the exit bottle.*

Make exit at these doors safe and sure. Specify Von Duprins by name and insist on getting them.

VONNEGUT HARDWARE CO., INDIANAPOLIS, IND. . . . *Von Duprin Fire and Panic Exit Latches are Listed as Standard by Underwriters Laboratories, Inc.*

Make Exit Sure . . . . At Every Door . . . . with Von Duprin!

Successful Air Conditioning Requires INTELLIGENT TEMPERATURE CONTROL



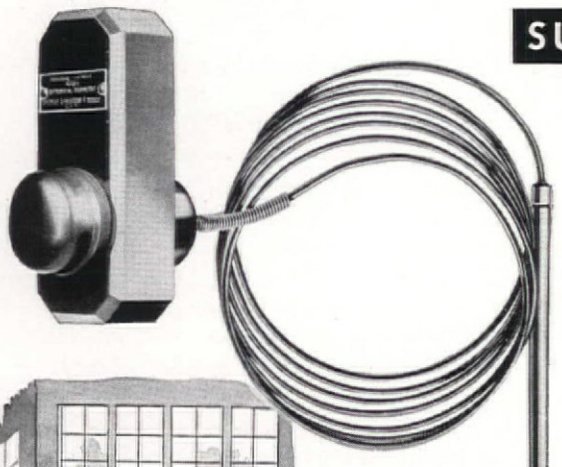
WINTER

The introduction of the "preheater" principle in thermostat design has done much to increase indoor comfort in the winter time. But this type of instrument must unquestionably be able to hold a level temperature indoors regardless of the weather. Even in the teeth of a blizzard with the mercury dropping rapidly no sag in the indoor temperature curve can be tolerated.

Furthermore the styling of the thermostat should be compatible with modern interiors—furnish a pleasing touch without being conspicuous.

The "Genuine Detroit" Two-Eleven Room Thermostat is meeting these requirements because it incorporates a new principle of compensation.

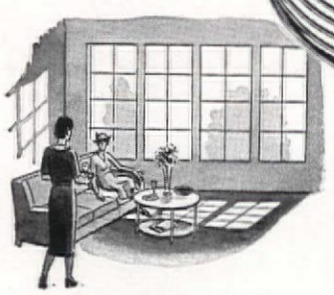


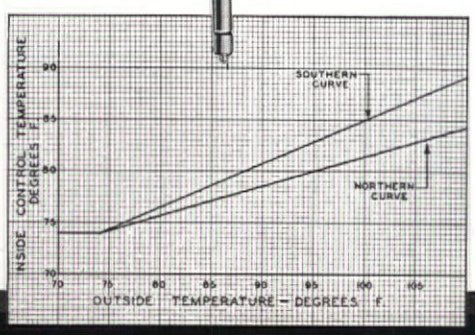


SUMMER

Overcooling in the summer time is the most serious indictment of summer air conditioning. It is not only uncomfortable but a hazard to health and extremely wasteful. And it needn't exist for one minute.

The "Genuine Detroit" 691 Differential Thermostat automatically holds indoor temperatures in a specified relationship with outdoor temperatures. And the actual difference is precisely in accordance with the ASHVE "Comfort Curve".





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COUPON

Send technical bulletins on

- ☐ "Genuine Detroit" Two-Eleven Thermostat
- ☐ "Genuine Detroit" 691 Differential Thermostat

NAME

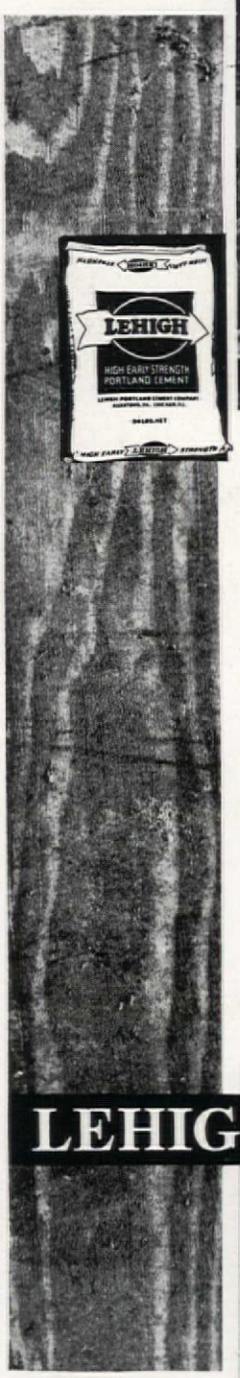
ADDRESS

FIRM

Old Harbor Village

HOUSING PROJECT, So. Boston, Mass.





17 Associated Architects

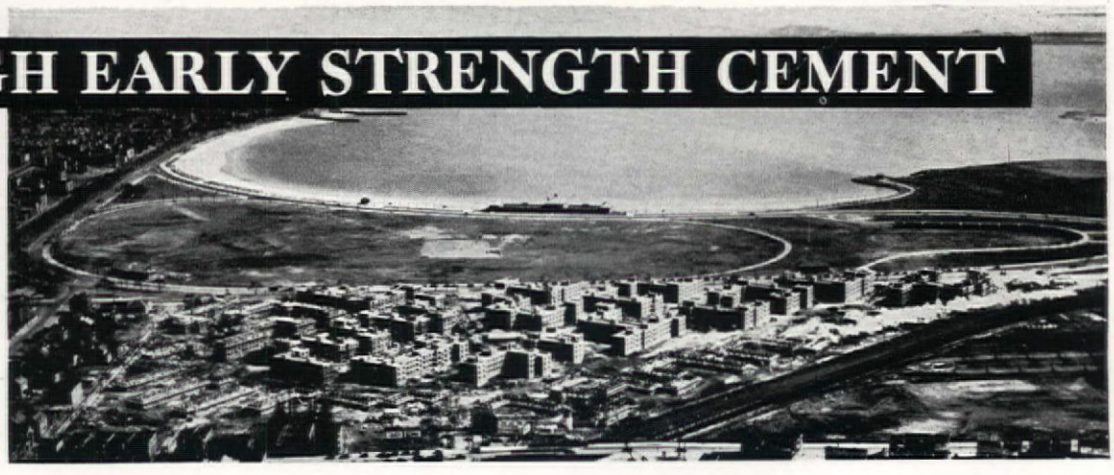
with L. D. Leland, Chief, collaborated in planning this third largest P.W.A. housing development. Accessibility to playgrounds and bathing beach is unique. Ingenious design gives 70% of the 1016 apartments a view of the approaches to Boston Harbor.

The specifications required special consideration to all proposed changes in materials to meet construction problems. Early in the operation, the emergencies because of cold weather led to architectural approval of a change from normal portland cement to Lehigh Early Strength Cement for floor and roof slabs. By this change the contractor, Matthew Cummings Co., Boston, avoided costly winter delays, and facilitated the construction schedule. Curing time and heating cost for cold weather protection were reduced two-thirds—forms were removed and re-used in 2 to 3 days, thereby reducing form lumber requirements by $2500—labor costs were reduced by $20 a day for 70 days—in all, the use of quick service concrete resulted in a saving in construction costs of over $4000.

For any concrete, where quick occupancy is of advantage to clients, or where shortened curing time will reduce costs or lessen cold weather hazards, specify Lehigh Early Strength Cement. Informative literature sent on request.

LEHIGH PORTLAND CEMENT COMPANY, ALLENTOWN, PA., CHICAGO, ILL., SPOKANE, WASH.

LEHIGH EARLY STRENGTH CEMENT

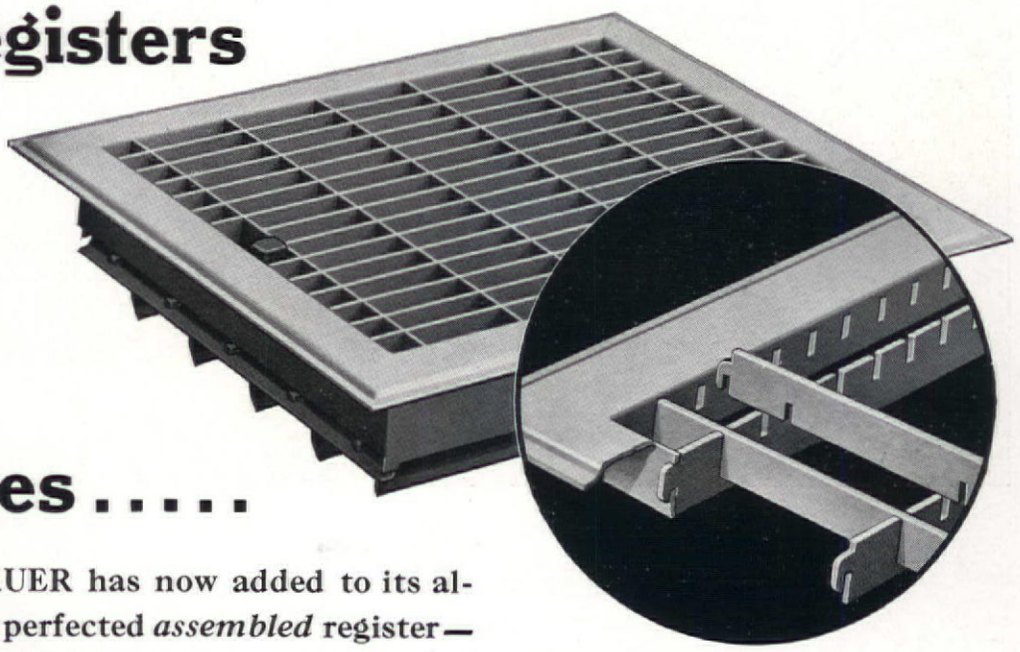


Photograph of the surface shows how forms strip clean from Lehigh Early Strength Cement Concrete.

PRESENTING AUER "DURABILT"

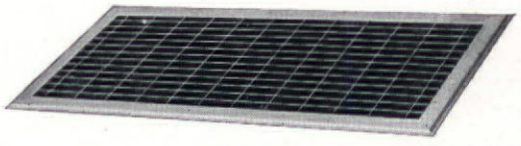
An Assembled Register—New and Better

Floor Registers and Cold Air Faces.....



Here's real news! AUER has now added to its already popular line a perfected *assembled* register—of the steel-bar *constructed* type—with *locked* mortised joints and welded frame. A new AUER plant, with splendid new equipment, now has these BETTER Registers ready for you. Severely tested for strength, DuraBilt Registers meet the demand for a *finer* product at a *practical* price. Without sacrifice of true craftsmanship in manufacture, or good taste in appearance, DuraBilt Registers bring your clients a *New Measure* of *Economy* and *Value*. All popular sizes and finishes. For warm air heating on *your* projects—specify "DuraBilt" Registers *by name*. Write at once for DuraBilt Descriptive Folder and Prices!

- Multi-Lock assembly for Super Strength and Extra Rigidity.
- All-steel bars—mortised at joints, close-fitted.
- Face interlocked to frame at every connection.
- Ample capacity for air-flow.
- Auer medium-size mesh is close enough to exclude small objects, but narrow mesh can be furnished if preferred.
- A design subdued in character, most pleasing in effect.



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AUER DISTINCTIVE REGISTERS & GRILLES For Air Conditioning *and* Gravity

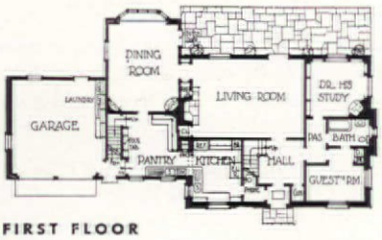


GREVILLE RICKARD, *architect*. WILLIAM F. DREWRY, JR., *associate*.

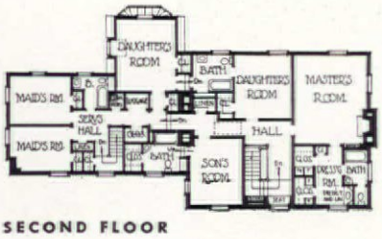
THIS NEW AMERICAN HOME HAS

"Perfect Temperature at 20 below"

SAYS ITS ARCHITECT, GREVILLE RICKARD



FIRST FLOOR



SECOND FLOOR

Dr. Harrison's home was planned from the inside out for maximum comfort, light and air.

"When winter comes to Cooperstown, it can be cold with a vengeance. The mercury hits a real low—sometimes 20 degrees and more on the underside of zero. So, naturally, in that community, cold resistance becomes an important element for consideration in house design.

"For that reason, while planning the residence of Dr. and Mrs. Francis F. Harrison, my associate, Mr. William F. Drewry, Jr., and I—following instructions—gave their living room the maximum of shelter, rather than exposing it on two or three sides.

"And that is also why we exercised the utmost care in choosing an adequate heating system. Many ways of heating were investigated and considered with the result—G-E. As it has turned out after three years, the decision was a happy one, for the Harrisons have been mightily pleased with the Springtime temperature that consistently surrounds them in the midst of heavy winter."

Greville Rickard



A well lighted house helps end eyestrain. In this Cooperstown house Mazda lamps made by G-E stay brighter, longer.



This hypothetical radial wiring diagram shows how overload is eliminated and full current assured every outlet.

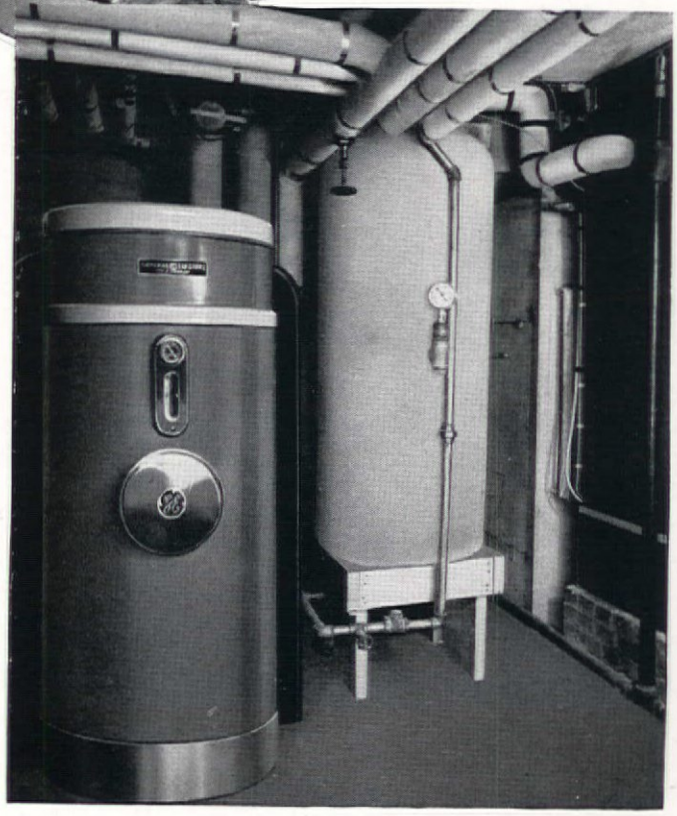
"MADE-TO-ORDER" WEATHER FOR EVERY HOME

Much of the ease of living, in the Cooperstown home of Dr. and Mrs. Francis F. Harrison, is assured by the G-E Oil Heating and winter air conditioning system, which gives perfect temperature in any weather. This "G-E Split System" provides warm air in the important rooms and radiator vapor heat in the others. It is the ideal installation for many types of homes.

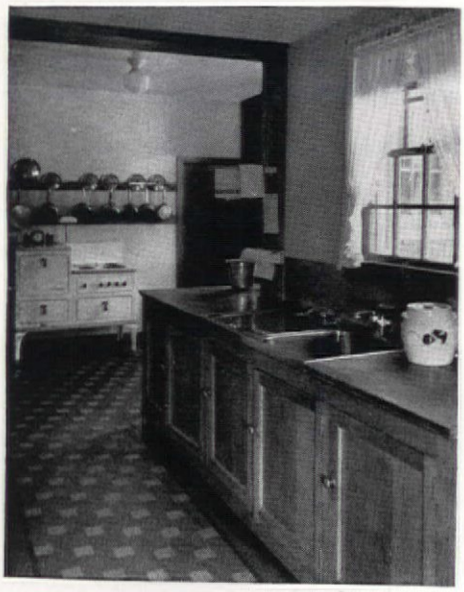
Should there be any question in your mind as to the type of G-E installations best suited to the homes you are designing, why not ask the General Electric Home Bureau for assistance?

HELP FOR BUSY ARCHITECTS

The General Electric Home Bureau was created to serve architects and their clients with technical advice and assistance on all home-electrification and air-conditioning problems. We will check your plans from an electrical point of view—prepare wiring and heating specifications—scientific lighting plans—kitchen schemes and Home Wiring layouts. We can supply you with valuable data on new electrical materials, methods and equipment. We do it gladly and without charge. Write: The General Electric Home Bureau, 570 Lexington Ave., New York.



This is the compact G-E Heating and Air-Conditioning system that provides "Springtime" temperature all winter long, for Dr. and Mrs. Harrison.



In the Harrison kitchen are such labor-saving electric servants as a G-E Dishwasher—Range, and many small appliances.

•

Other General Electric Products for the Home

Dishwashers	Coffee Makers	Curling Irons
Disposall Units	Percolators	Immersion Heaters
Disc Stoves	Sandwich Grills	Radiant Heaters
Electric Cookers	Toasters	Air-Conditioning
Food Mixers	Urn Sets	Gas Furnaces
Hot Plates	Waffle Irons	Oil Furnaces
Radios	Electric Blankets	Christmas tree lights
Ranges	Heating Pads	Floodlights
Refrigerators	Room Coolers	Photo Lamps
Ventilating Fans	Sunlamps	Mazda Lamps
Clocks	Electric Irons	Vacuum Cleaners
Fans	Ironers	Water Coolers
Chafing Dishes	Washers	

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BARBER—

PIONEERS IN ASPHALT

The Vital Element—

EXCLUSIVELY BARBER'S

Fifty-four years ago The Barber Company, Inc., started its long career in the asphalt business . . . studying and analyzing asphalt . . . making high-quality asphalt products. For fifty-four years this work has gone on unremittingly.

That's why Barber is *the* authority qualified to recommend the correct, tested methods of asphalt application . . . to give you the unbiased opinion of men who deserve the name "asphalt experts."

Furthermore, Barber is the only company in the United States that can furnish you with *The Vital Element* — Trinidad Native Lake Asphalt — and give you the authoritative information on its uses and limitations.

Today Barber Genasco products are nationally advertised to your clients. They include built-up roofings, roll roofings, sidings, shingles and mastic floorings — all made with *The Vital Element.*

Other Barber products include waterproofing asphalts and fabrics, damproofing asphalts, asphalt protective products (plastics and liquids), spandrel beam waterproofing (spandrel cloth and cement), resaturator and resurfacer.

Barber invites inquiries on asphalt problems.

THE VITAL ELEMENT

Trinidad Native Lake Asphalt—*The Vital Element* — is a native asphalt, produced by Nature on the Island of Trinidad. This asphalt possesses an inherent vitality which has been retained through millions of years of exposure to a year-round summer sun. It also contains a natural mineral filler which contributes further to the unequaled wearing qualities of this native product.



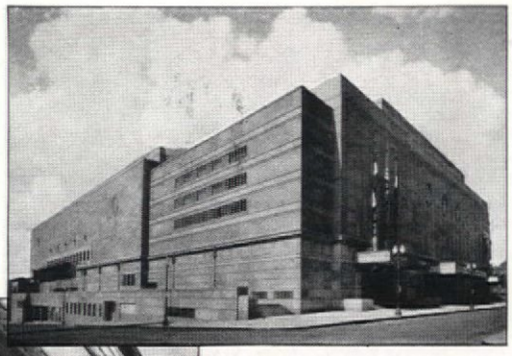
The illustration above shows the loading pier near the Asphalt Lake in Trinidad. From here *The Vital Element* is shipped to The Barber Company's plants where it is used in the manufacture of Barber Genasco Roofings.

THE BARBER COMPANY, INC.

ASPHALT HEADQUARTERS SINCE 1883

PHILADELPHIA, PA.

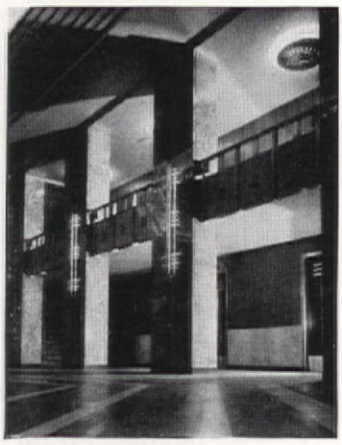
MAPLE FLOORING
SHOWS ITS THRILLING BEAUTY
in Kansas City's Modern Auditorium





This mammoth structure, 426 x 332 ft., houses an exhibit area of 150,000 sq. ft., an arena to seat 14,000 persons, a general function room, many committee rooms, a theatre, little theatre and administrative offices, etc. A capacity crowd of 45,000 can be removed in 8 minutes.

A general view of the Function Room and (below) a "close-up" of the Northern Hard Maple floor



IMPORTANT to architects among many features of the Kansas City Auditorium, is the Function Room floor above. Here Northern Hard Maple—the *service* flooring—becomes a floor of brilliant beauty. 8″ strips were ebonized and laid with 5″ strips of natural white color, to form the striking pattern illustrated.

Let Mr. Homer F. Neville, of Architects Alonzo H. Gentry, Voskamp & Neville, explain:

"Northern Hard Maple was selected for this floor, since it seemed to be the material most suited for the hard wear which the flooring will receive, the most adaptable for execution of the design, and more harmonious in texture and finish with the high pitch to which the decoration of the balance of the room was carried."

"It has been our experience," continues Mr. Neville, "that for hard wear and durability, consistent with ease of maintenance and generally pleasing appearance, *there is no material equal to Northern Hard Maple.*"

Here is a point for every architect: With the attractive color finishes available, Hard Maple may be matched to any decorative scheme. Thus it is now simple to combine refreshing beauty with durability and ease of maintenance that ensure your client's satisfaction. Simply specify **MFMA*** Northern Hard Maple.

Write for interesting information concerning the color finishes available.

MAPLE FLOORING MANUFACTURERS ASSOCIATION
1796 McCormick Building, Chicago, Illinois

Floor *with* Maple

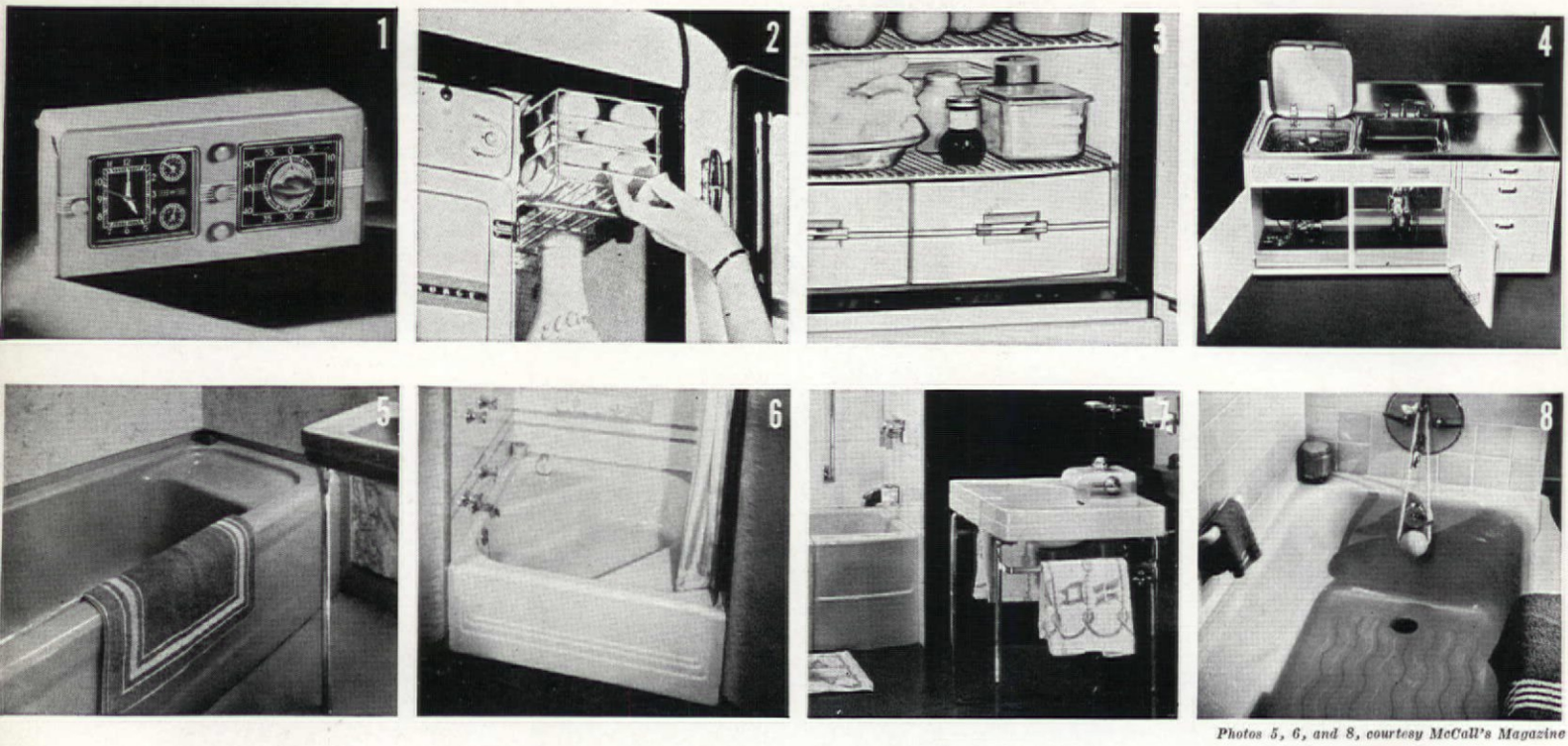
MFMA Approved

See our Catalog Data in Sweet's, Sec. 17/66

***MFMA**—This trademark on Maple Flooring guarantees that it conforms to the exacting grade standards of the Maple Flooring Manufacturers Association. It protects you against species substitution and inferior grade. It assures you of *genuine* Northern Hard Maple. Look for it on the flooring you buy.

NORTHERN HARD MAPLE IS THE LONGEST-WEARING COMFORTABLE FLOOR

PRODUCTS AND PRACTICE



Photos 5, 6, and 8, courtesy McCall's Magazine

NEW EQUIPMENT: 1. Westinghouse stove-timer; 2. Egg basket, Norge Refrigerator; 3. Food bins, Kelvinator Refrigerator; 4. General Electric sink, dishwasher and Disposal; 5. Kohler "Metric" three-way bath; 6. Standard "Neo-Angle" bath; 7. Crane "Neuvogue" lavatory; 8. Briggs Beautyware "Safety" tub.

KITCHENS & BATHROOMS*

PLANNING DATA AND NEW EQUIPMENT

Two factors combine to make the model kitchen and bathroom an ideal more readily realized today than ever before. The first is the fact that the mass of kitchen and bathroom planning data accumulated during the past ten years has at last been digested to the point where it provides a practicable guide to actual design problems. Second, and at least equally important, is the availability of improved and better integrated kitchen and bathroom equipment. There is no longer any valid reason why the alert architect should fail to make every kitchen and bathroom which he designs rooms which in every respect fulfill his clients' varied requirements.

In many studies of kitchen design, there has perhaps been too much of an effort to dictate housekeeping habits which—however scientifically correct they may seem in the testing laboratory—have not withstood the ultimate pragmatic test of actual practice. But out of the welter of various and sometimes conflicting opinions and ideas have recently emerged certain basic and well defined principles. With these as a point of departure, their intelligent interpretation should result in designs which are practical, attractive and economical, and at the same time allow the human element full play. It has been shown that while there is no such thing as the "perfect" kitchen or bathroom, the general planning problem is always fundamentally the same, and subject to analysis as such.

Not so many years ago, architects had to solve the problem of an inadequate supply of equipment by designing special items to fill in the gaps; a process which was not only costly, but had the additional disadvantage of placing a heavy burden on the designer. Today, an abundance of integrated, low-priced fittings and fixtures is regularly carried in stock which are in most important respects superior to costly, custom-built equipment of only a few years ago.

(Continued on page 36)

*See also "Cooking," pages 315-322, and "Storage and Sanitation," pages 351-368.

COLD WAVE GRIPS NATION

Will your heating equipment keep production going this winter?



Those sub-zero days strike with a bang, tying up traffic and putting heating equipment under a terrific load. Once winter sets in, heating repairs are more difficult to make and may cause costly delays.



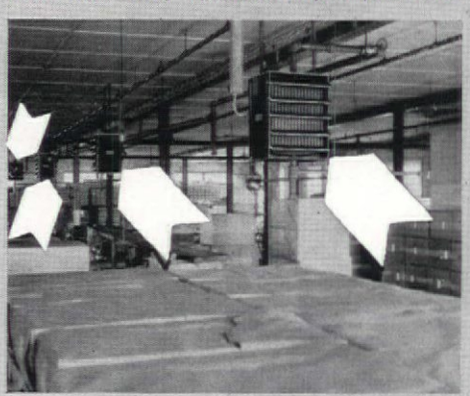
Don't let winter catch you with a full production schedule and poor or ineffective heating equipment. It is cheaper to let your heating contractor check the heating equipment in your plant now.



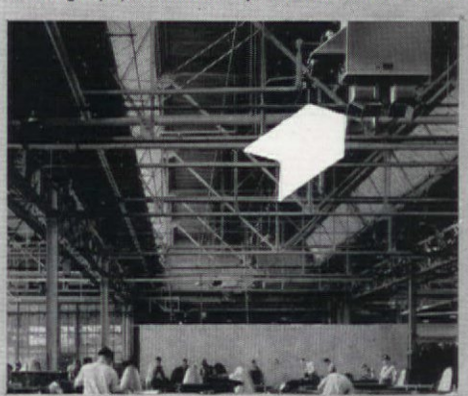
Men can't work effectively in cold plants no matter how hard they try. Production slumps off—efficiency goes down—time is lost. Get efficient heating equipment now. Buy American Blower Units.



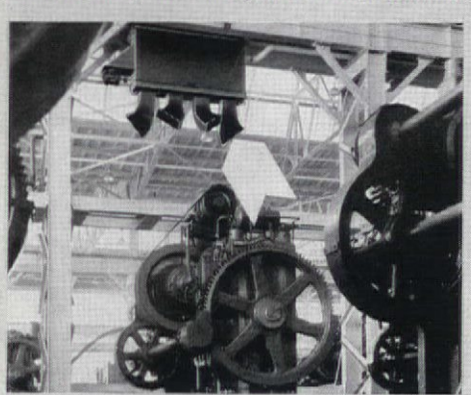
Airport heating has to be efficient. That's why so many of the airports are equipped with American Blower Sirocco Unit Heaters. Those big, powerful units heat large areas easily, and at lower costs, too.



Thousands of American Blower Venturafin Heaters are performing their tasks effectively and economically in printing shops, garages, industrial plants, warehouses, service stations, restaurants, markets, etc.



The bigger the plant the bigger the heating problem. Good Unit Heaters are the best insurance against cold delays. Temperatures may be automatically controlled and maintained.



Save valuable space! This American Blower Unit Heater suspended from the girders overhead forces heat into working areas, cuts heating costs, saves space and prevents damage to heating equipment.



A. G. Turner, production manager, says—"American Blower Unit Heaters have cut our costs considerably. We have tried other makes but American Blower Units work better and last longer."



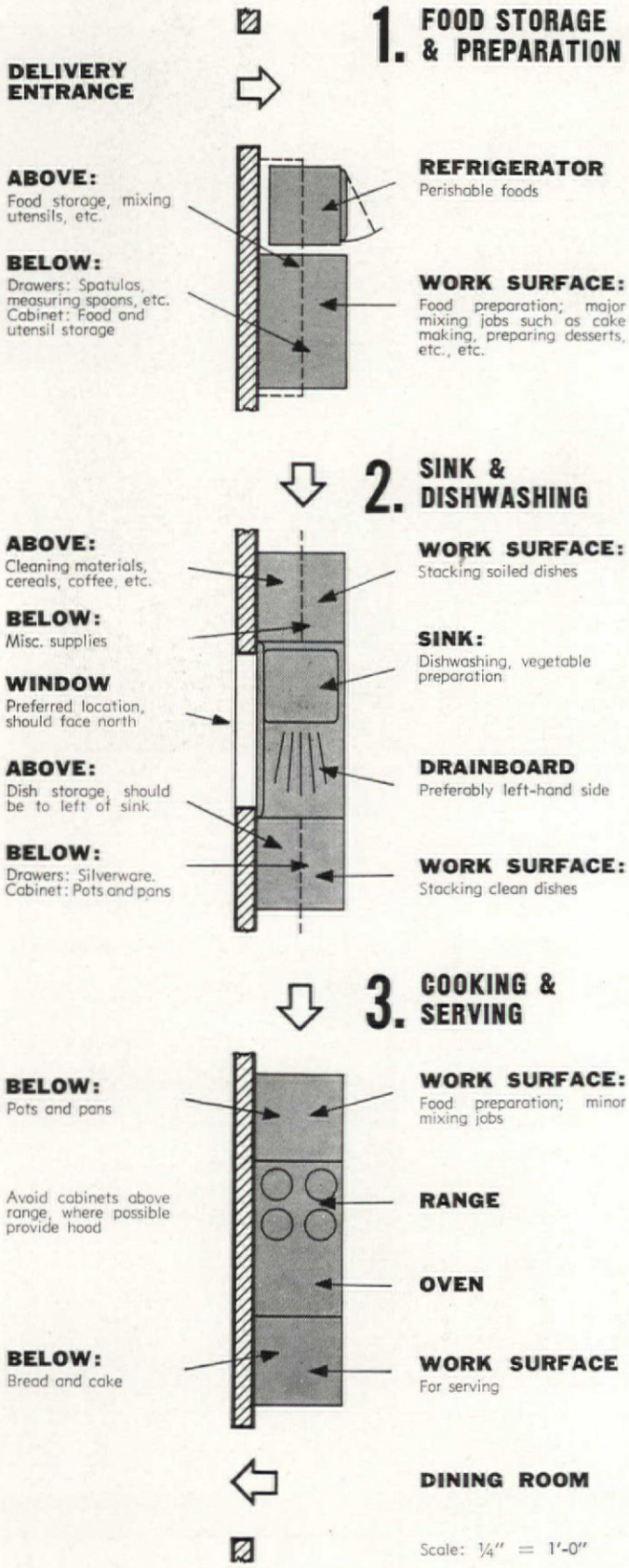
Above—The Sirocco Unit Heater for high ceiling industrial areas. Right—The Venturafin Unit Heater for all other industrial uses, stores, warehouses, garages, auditoriums, markets, restaurants, etc.

American Blower Unit Heaters cost no more than ordinary units. They are carried in stock in all principal cities and may be purchased on long, easy terms through the Heating and Plumbing Finance Corporation. No down payment—3 years to pay. Ask your heating contractor for complete data.

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KITCHEN PLANNING: WORK SEQUENCE

What follows is an effort to sum up—in as compact a form as possible—the basic principles of kitchen and bathroom planning on which authorities now agree. And in recognition of the essential part played by kitchen and bathroom equipment in the work of putting these principles into practice there is included as well a pictorial review of some of the more important and newsworthy items which have recently come on the market.

KITCHEN PLANNING

The general problem of kitchen planning is best broken down into three main subjects: work centers, capacity, and arrangement. Work centers are the basic factor, and remain substantially the same in kitchens of all types and sizes. Capacity, of course, should vary according to the size of the house and anticipated family needs. Arrangement, if the kitchen is to be properly planned, should be the product of the first two factors, worked out in relation to a specific house plan. Approached in this way, good kitchen planning becomes a relatively simple and easily understood process, from which the possibility of major error is almost entirely eliminated.

WORK CENTERS

Practically every analysis of kitchen planning begins with the fact that the kitchen contains three main work centers: (1) the refrigerator-food preparation center, (2) the sink-dishwashing center, and (3) the range-serving center. Each of these centers is more or less complete in itself, but between them there exist various interrelations. Most important of these is the sequence in the order named: refrigerator-food preparation to sink, sink to range, and range to serving center. There are, of course, other important relationships, but these are felt to be secondary and are considered only under *arrangement*. It is also regarded as essential that the refrigerator-food preparation center be located near the service entrance and that the range-serving center be near the door to the dining room.

Summing up this analysis, the *work sequence* illustrated at the left is reached. This sequence begins with the rear, or service entrance to the room. Next comes the first work center, the refrigerator-food preparation group. Following this is the sink-dishwashing center, then the range-serving center, and finally the door to the dining room. As a basis for kitchen planning it has, at least, the virtue of simplicity. And it has the authoritative backing of most of the directors of the country's leading "home planning laboratories," who contend that good kitchen planning is, after all, basically a simple thing.

Refrigerator-Food Preparation Center

Probably the most common sin which architects commit in laying out kitchens is to ignore the fundamental relationship which exists between the refrigerator and food preparation. Adjoining the refrigerator there should be an adequate work-surface with provision for storage of dry, non-perishable foods above and below. Here major mixing jobs, and work such as cake-making, preparation of desserts, etc., is most conveniently done. The refrigerator door should be hinged on the side away from the work-surface, so that the open door will not interfere with passage of food between the two. Storage space should be adequate to accommodate the various mixing bowls, flour sifters, measuring cups and spoons, etc., used in this phase of kitchen work. Preferably located near the service entrance door, this work center should be given primary consideration in planning the kitchen.

(Continued on page 108)



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Adding many important pluses... *while reducing* maintenance costs



Section of Attleboro Associated Jewelers Building, Attleboro, Mass., re-sided with Timbertex Colonial Asbestos-cement Shingles

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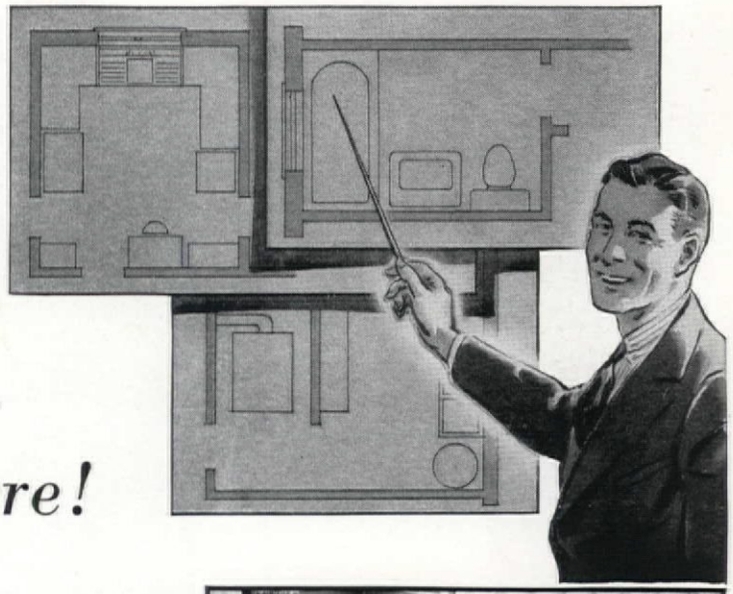
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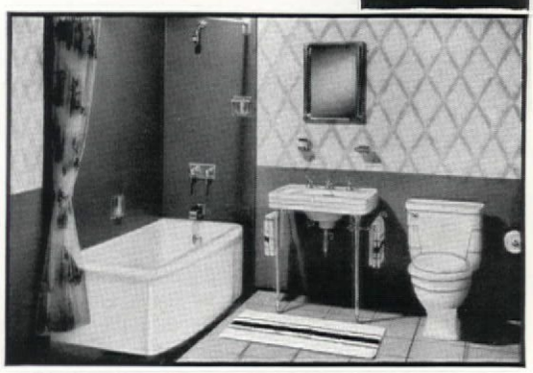
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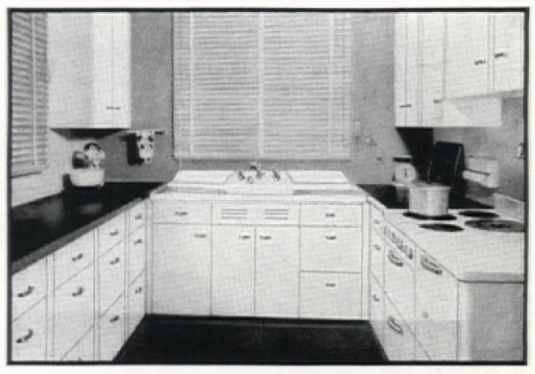


CRANE BUDGET PLAN

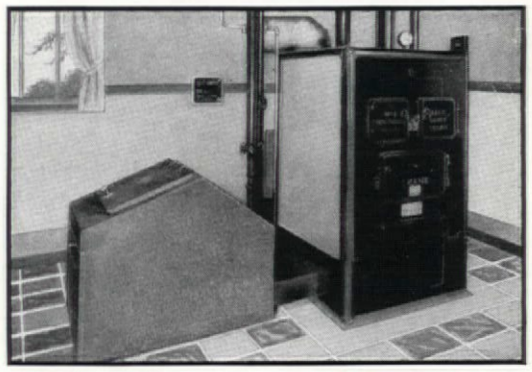
. . . a practical, convenient plan of easy payments for your clients. Full details are yours for the asking.



The tub is Crane *Neuvogue;* the lavatory, Crane *Corwith;* and the closet, Crane *Maurclonia.* All have quality that goes all the way through—because Crane makes every part of every product.



A Crane *Sunnyday* sink—with its vegetable spray, depressed drainboards, stemware ledge and other modern features—is the last word in kitchen convenience. Investigate Crane's complete kitchen planning service for architects.



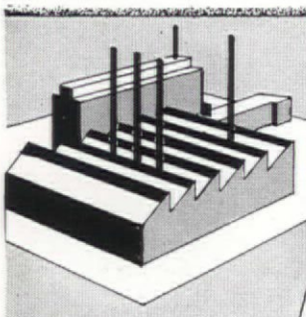
Specially designed to secure maximum efficiency from stoker firing is this Crane Stoker-Fed Boiler—a recent addition to the complete Crane heating line for coal, oil or gas firing.

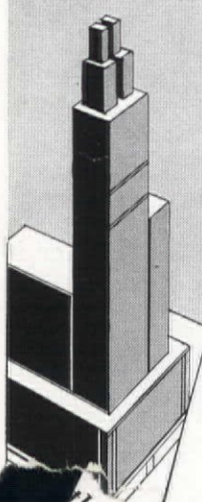
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FABRICATED FILMS — the most startling scientific improvement ever known to house paint manufacturing. They possess greater color retention and whiteness and have durability unexcelled.

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The Finish Coat

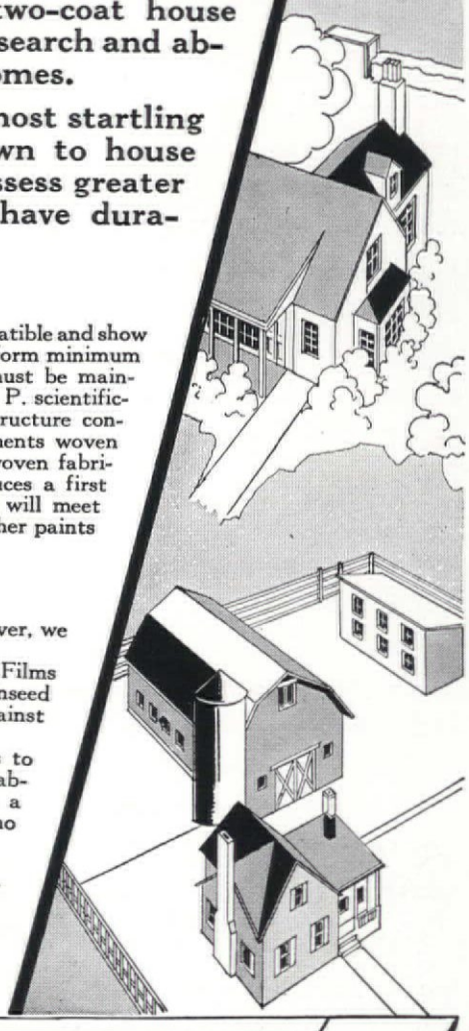
Linseed oil, comes into its own in R. H. P. Finish Coat. However, we give linseed oil something to work with.

Again, as in the First Coat, we apply the principle of Fabricated Films which give flexibility and unsurpassed durability that only pure linseed oil can give, with a tensile strength comparable to tough leather as against a cheap short-fibered wrapping paper.

In reinforced house paints, the tendency inherent in other paints to allow small hair-line checks to gradually appear is abolished. The Fabricated Film principle eliminates this tendency. R. H. P. wears with a slow, gradual chalking that a magnifying glass will tell you contains no hair-line cracks.

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When your client turns on the hot water he expects a sparkling clear stream. He knows there's no excuse for rust in hot water. Whitehead and Monel National Advertising in top-notch magazines has told him about Whitehead Hot Water Tanks made of Monel. He knows Monel does not rust. He knows it never will—that it has no coating or surface protection to peel or wear off, and later expose metal that's subject to rust and corrosion.

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PHILIPPINE MAHOGANY...the Fitting Trim for the Fine Building

PHILIPPINE MAHOGANY is the finest wood for a great variety of finish uses.

Lovers of beautiful woods everywhere choose Philippine Mahogany for its distinctive warmth of color . . . its striking beauty of grain and figure. In these, Philippine Mahogany is unexcelled.

Philippine Mahogany is an adaptable wood. You may in excellent taste use it to express modern style trends. It has a dignity that insures lasting satisfaction through long years of service and it lends itself to use in the fundamental patterns and in period designs.





The properties of Philippine Mahogany make it especially desirable when used in interior trim. It has a rich appearance. Many prefer to leave Philippine Mahogany trim in its natural color. Others find it takes a stain exceptionally well.

Used for paneling, it imparts an atmosphere of luxury to a room. Some of the most attractive paneled rooms to be found anywhere are finished in this superior tropical hardwood.

It is important in selecting a wood for interior trim, to choose one that mills properly. Philippine Mahogany meets all the requirements of milling—of turning, machining and finishing. It is easily worked into various shapes and sizes and is not subject to distortion of grain.



Master craftsmen prefer this wood for carving. Hand-carved fixtures of Philippine Mahogany enhance the beauty of many fine homes. The fact that Philippine Mahogany tools well and is widely used for carvings, speaks volumes for the quality of the wood.



Profit by using this luxurious tropical hardwood extensively. By employing Philippine Mahogany instead of ordinary softwoods for trim in the average dwelling, you add only $75 to $100 to the total cost . . but you increase the value of the residence by a much larger amount. Use Philippine Mahogany also for fixtures such as doors, fireplace mantels, staircases, china closets. And its marvelous beauty of figure and its lustre make it unsurpassed for paneling.

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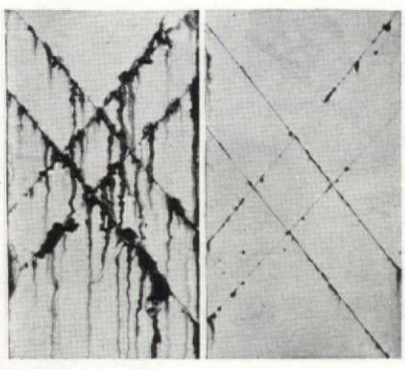
Makes the priming coat on Fenestra Windows last three to five times longer.

Provides a tough, durable base coat that improves the appearance and the lasting qualities of all finish coats that may be applied later.

Gives Fenestra Windows a smooth, satiny finish impossible to secure by any other means.

Guards against creeping alkali erosion between the steel and the paint filament.

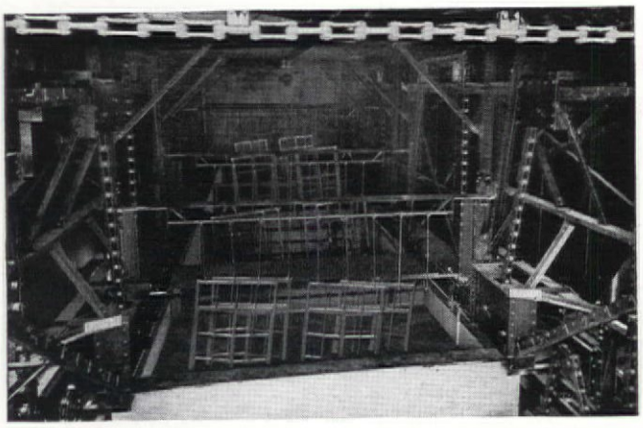
Protects the paint coat against flaking, chalking, peeling and abrasion.



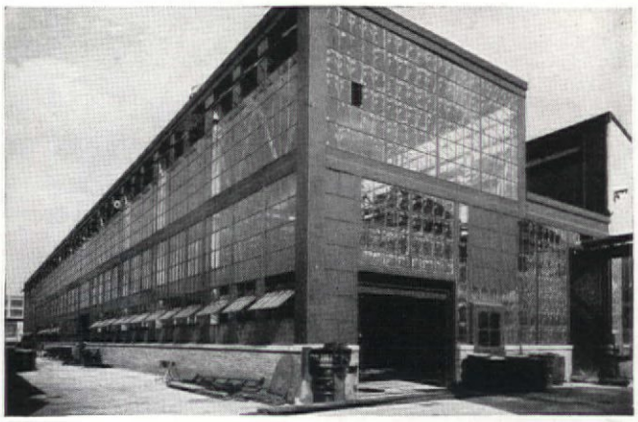
These two steel plates, painted and then scratched were subjected to a salt spray test (20% solution) for over 700 hours. Plates and finishing were identical except that plate on the left was acid cleaned before painting while plate on the right was Bonderized.

DETROIT STEEL PRODUCTS COMPANY

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The Bonderizing Process. 4 Tanks. 7,000 Gallons, each.



Fenestra Finishing Building. 40′ x 234′. Two Basements.

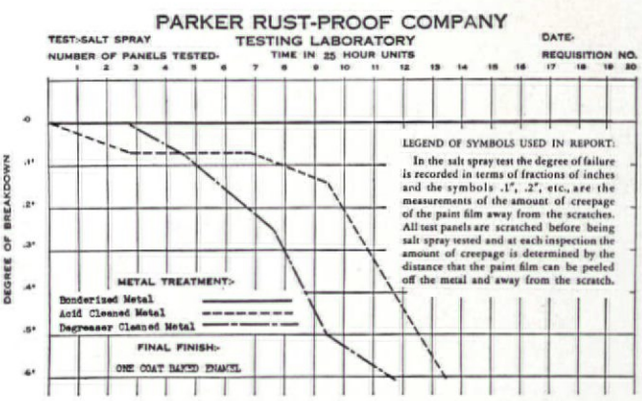
RESISTING

Included in the new finishing operation is the famous Bonderizing Process which has made possible the fine finishes on automobile fenders and refrigerator cabinets. By laboratory and actual usage tests Bonderizing has been proved to be one of the best and most durable rust preventives known.

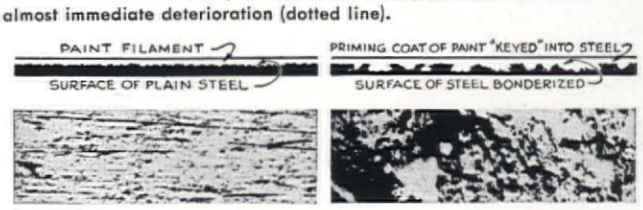
In a new, completely mechanized plant, under predetermined, automatic temperature control, Fenestra windows make a 2½ hour trip through eight operations:—hot alkali cleaning; hot water rinsing; Bonderizing; rinsing; chromic acid dip; air drying; dip painting; oven baking.

Paint, by special DuPont formula, is particularly adapted to dip application at a definite temperature and to provide a tough, flexible, moisture-resisting coat after 30 minutes oven baking at 300 degrees.

STANDARD ON FENWROUGHT (RESIDENCE) TYPES EAST OF THE ROCKY MOUNTAINS. SUPPLIED ON OTHER TYPES AT SLIGHT EXTRA COST.



A salt spray test on three steel plates, each covered with one coat of baked enamel. First plate, Bonderized, was in perfect condition after 480 hours (solid black line). Second plate, degreaser cleaned, began to show deterioration at about 70 hours (dot-dash line). Third plate, acid cleaned, showed almost immediate deterioration (dotted line).



When steel is Bonderized, its normally smooth, metallic surface (left) is chemically converted into a nonmetallic, phosphated, crystalline structure (right) full of microscopic peaks and pits. When paint is applied it flows into the crevices between crystals and is thus "keyed" into the steel.

RUST RESISTING

Fenestra

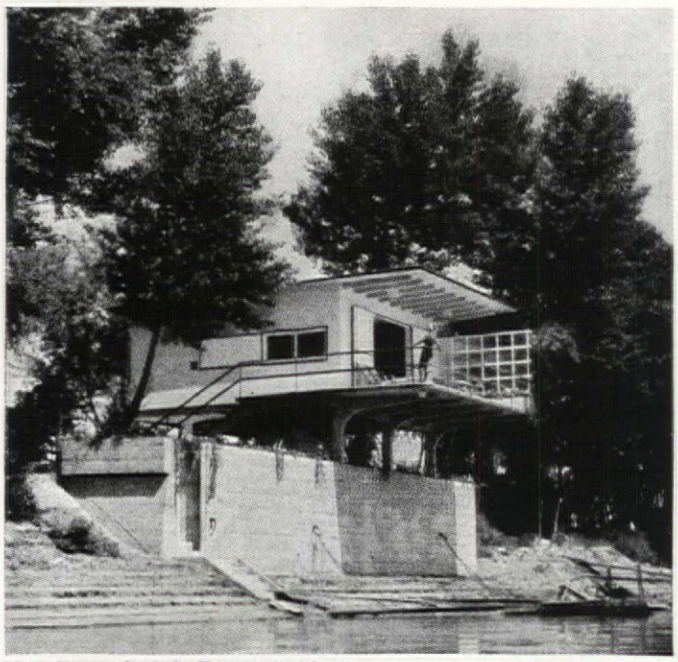
BOOKS

Vacation houses, mostly European . . . .

WPA guide to Washington . . . Bridges in history and legend . . . A book on New England houses.



Ski Hut, Hans Leuzinger, Architect



River House, Ludwig Kozma, Architect



Garden House, Fritz Breuhaus, Architect

FERIENHÄUSER, by Herbert Hoffmann. Julius Hoffmann, Stuttgart. 100 pp., 348 illustrations. 9 x 11½. RM 6.50.

Traditionally the most vacation-minded country in the world, with the possible exception of Austria and pre-Hitler Germany, the U. S. has produced little vacation architecture worthy of consideration. Seaside cottages range from prefabricated imitations of Colonial houses and tar-paper shacks to pretentious dwellings in no respect different from large houses designed for year-round use. The "bungalow" is the stock pattern, a pretentious, shoddy, overly rustic affair thrown together with little intelligent regard for its functional requirements or living possibilities. Exceptions are few. The notion persists here that because a house is small, anybody can design it. Herbert Hoffmann's book on vacation houses indicates that a different attitude exists abroad, for the bulk of the work is excellent.

"Ferienhäuser"—vacation houses—covers a wide field, as to type and geographically. There are garden houses and one-room week-end houses, vacation houses on the water, in the mountains, large summer houses, and cottages in the country suitable for use in all seasons. Countries represented include Canada, the U. S., Germany, Switzerland, Austria, Hungary, and Italy. Most interesting of the examples, perhaps, are the one-room week-end houses, wonderfully ingenious little rectangular boxes of wood or concrete, set on stilts or close to the ground, which provide all the facilities for pleasant existence in a space about 25 ft. square. While within this one special category there is a wide variety of styles, the frankly modern solutions seem most successful and appropriate, as the problem is one for which little if any precedent exists. One of the best examples is the house on the banks of the Donau, designed by Ludwig Kozma, a Budapest architect who has a number of excellent houses to his credit. Here the house has been set above high-water level, with a cantilevered structure with lightness and elegance in keeping with its use. Illustrated below is a garden house by Fritz August Breuhaus of Berlin, a design of great delicacy and charm, suitable for use as a pavilion or guest house. In connection with this house it is of interest to note that Professor Breuhaus is the designer of the interiors of the Bremen, and the ill-fated Hindenburg, as well as large residences and industrial buildings. The illustration at the top shows a typical ski hut, built of local stone, planned to accommodate eighteen persons in a dormitory. Such structures are virtually indigenous to the mountains, and such style as they have cannot be dated or localized. In face of the excellent European material that the book contains, some comfort can be derived from the fact that the two houses by William Wurster of San Francisco are as good as any.

In addition to the numerous photographs of exteriors, interiors and plans, in some cases sections and details, are shown; taken together they form a stimulating collection. Widely distributed, the book would prove an effective and much-needed antidote for the bungalows and imitation log cabins that Americans seems to find necessary as soon as the outskirts of the city are reached. Not all the examples are suitable for literal reproduction, nor should they be considered in this light; they provide a stimulant and a corrective, and the only fault one could find with the book is that it is not larger.

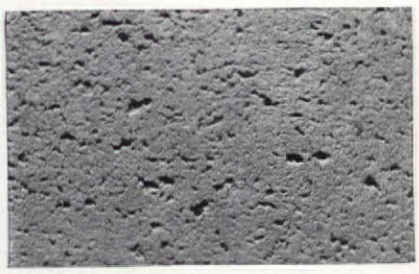
(Continued on page 146)

Noise of Five People reduced to that of one

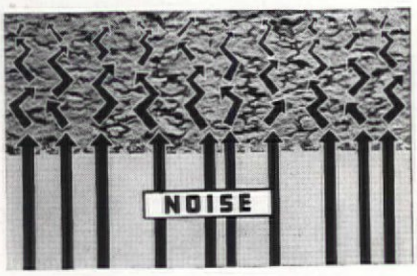
in a Room Treated with ACOUSTONE



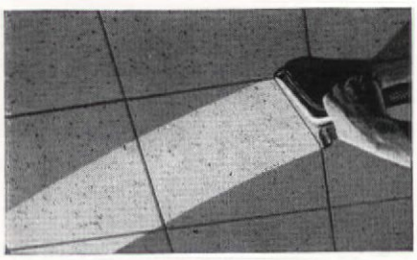
QUIET WITH ACOUSTONE
AND GET ALL FIVE ESSENTIALS OF EFFICIENT ACOUSTICAL TILE



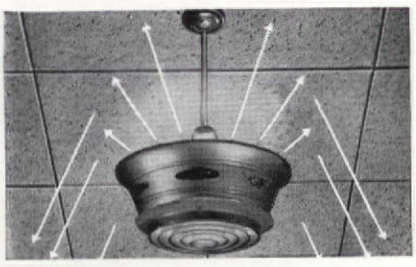
1. LASTING BEAUTY OF INTEGRAL COLORS
2. INCOMBUSTIBILITY



3. ABSORBS NOISE AS A SPONGE ABSORBS WATER—THEN DISSIPATES IT



4. LASTING EFFICIENCY—VACUUM CLEANED AT LOW COST—PAINTABLE



5. HIGH LIGHT-REFLECTION CUTS COST OF LIGHTING

Applied Overnight to New or Old Walls or Ceilings

■ Any type of busy interior can be quieted and effectively decorated with Acoustone*, USG fireproof acoustical tile.

Architects everywhere specify Acoustone to secure *dignified* quiet in restaurants and hotels, *energy-saving* quiet in offices and schools, and *soothing* quiet in hospitals.

Acoustone also provides lasting acoustical correction and rare natural beauty in churches, auditoriums, theatres and broadcasting studios.

Quickly applied to new or old walls or ceilings, Acoustone absorbs and dissipates noise through its millions of interconnected cells. It requires no further decorating. Its rich integral colors and high light-reflecting surface add much to the appearance of any room and are especially adaptable to modern architectural effects. Its beauty is kept fresh by simple vacuum cleaning *at a fraction of the cost of painting.* Yet painting does not reduce its ability to absorb sound. Lasting efficiency and maintenance considered, Acoustone is actually low in cost. You give clients the benefit of ALL FIVE essentials of efficient acoustical tile — *when you specify Acoustone!*

THERE'S A USG ACOUSTICAL MATERIAL TO SOLVE EVERY SOUND-CONTROL PROBLEM

USG sound-control service includes absorption treatments and materials to clarify hearing and reduce noise—also sound-insulation to reduce the travel of objectionable noise from room to room. USG acoustical engineers are always available to assist you in an advisory capacity, without obligating you in any way. For literature on sound-control, write United States Gypsum Company, 300 W. Adams Street, Chicago, Illinois.

USG

ENGINEERING SALES DIVISION
UNITED STATES GYPSUM COMPANY

OTHER USG SOUND CONTROL PRODUCTS ARE: PERFATILE · QUIETILE AND SABINITE

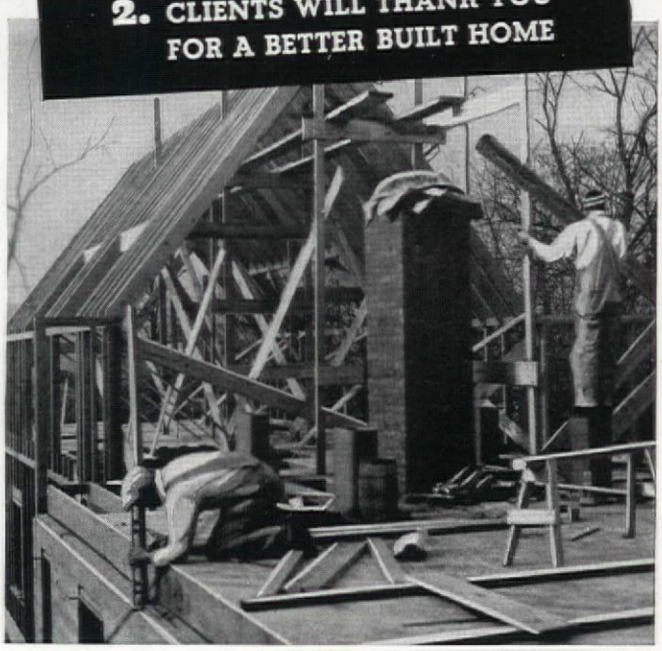
PROTECT YOUR

...with Air Conditioning

1. CLIENTS WILL THANK YOU FOR THE EXTRA COMFORT



2. CLIENTS WILL THANK YOU FOR A BETTER BUILT HOME



Radiant Heat from radiators—Conditioned Air from ducts—provide every necessity of P. C.*

Your homes are judged by the comfort they provide when comfort is most essential — during the winter heating season. That is when the independent systems of Sun-like Radiant Heat from radiators and Conditioned Air from ducts provide the accurate control and equal distribution of warmth so necessary to complete **P.C.***

Featured in the new American Radiator Conditioning Systems are new-style Radiant Convectors, completely concealed beneath windows, there they halt cold drafts, make window areas warm and cozy, send out from their radiant panels the Sun-like rays of living warmth at living level . . . give rooms an extra attractiveness for living and looking that make home more desirable.

Radiator piping and simplified ducts do not weaken structural members—avoid undue settling

The simplified ducts of an American Radiator Conditioning System (simple because the heating load is carried independently) do not weaken floor plates — leave structural members strong, not cut away — keep the building sturdier with less chance of cracked walls and ceilings.

Other minor annoyances, too frequently encountered, are also eliminated by the American Radiator Conditioning Systems. Bedrooms and other rooms are assured privacy: there is no "telephone effect" through ducts. Ventilation and circulation may be had when needed, even when the thermostat says "no heat!" Changing winds or open windows will not affect heat distribution. These little things, important when they happen, protect your reputation by their absence.

*PERSONAL COMFORT

New **AMERICAN RADIATOR**

BRING IN FRESH AIR. ADD HUMIDITY. CLEAN THE AIR. CIRCULATE THE AIR. GIVE SUN-LIKE RADIANT HEAT. WARM EVERY ROOM EVENLY. SUPPLY YEAR-ROUND DOMESTIC HOT WATER.

REPUTATION!

based on Radiator Heating

3. CLIENTS WILL THANK YOU FOR YEARS OF TROUBLE FREE SERVICE



4. CLIENTS WILL THANK YOU FOR HOT WATER COSTS SAVED



50 years of proved installations back this system with experience — not experiment

There is nothing untried about American Radiator Conditioning Systems. All parts are made to work together; are backed by engineering research; by the responsibility of the best known name in heating; and by a half century's experience in making a complete line of

AMERICAN RADIATORS & IDEAL BOILERS

Installation principles too, are proved. Heat distribution, balance, correct layout are no problems to the Heating and Plumbing Contractor. He is skilled in supplying comfort — has been for many years. Not experiment, but experience dictates the method of installation and assures trouble-free operation through the years.

Radiator Heating supplies hot water without extra major equipment

Two savings are represented by American Radiator Conditioning Systems. A saving in hot water; it comes from the heating boiler. And a saving over the years, in efficient performance, in more heat from less fuel, in repair and replacement. Ideal Boilers are made of time-tested, corrosion resistant cast iron.

Year after year, your reputation is enhanced by the comfort, the quality, the performance and the economy of the American Radiator Conditioning Systems in your homes.

AMERICAN RADIATOR COMPANY
DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION
40 West 40th Street, New York, N. Y.

CONDITIONING SYSTEMS

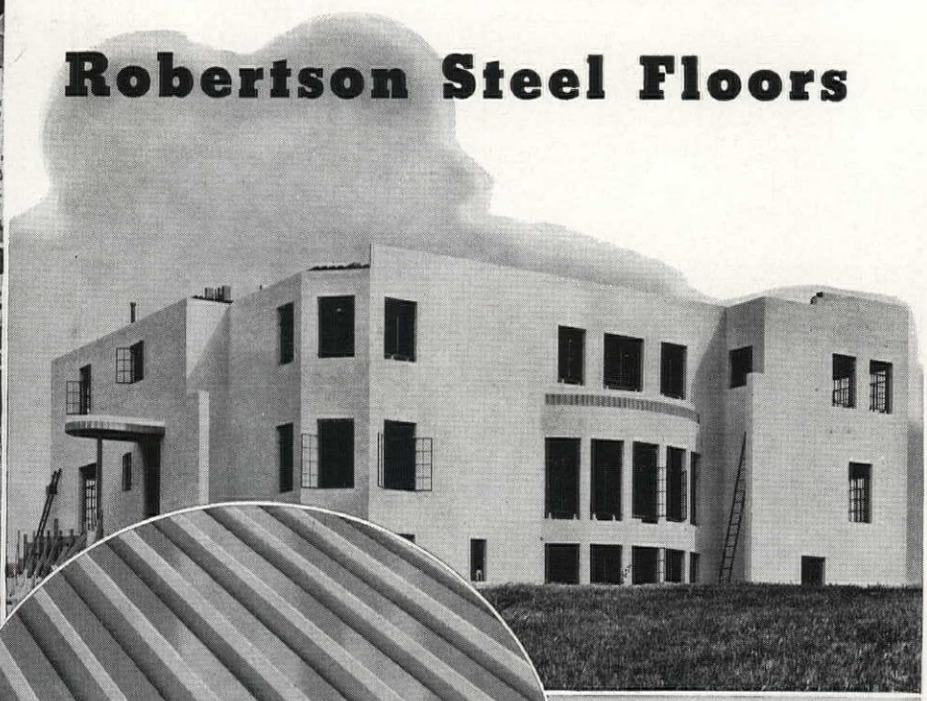
EASILY INSTALLED WITHOUT WEAKENING FRAMEWORK OF TWO-STORY HOUSES. SUMMER COOLING WHEN DESIRED. ARCO AIR-CONDITIONING CAN BE ADDED TO ANY GOOD RADIATOR HEATING SYSTEM.

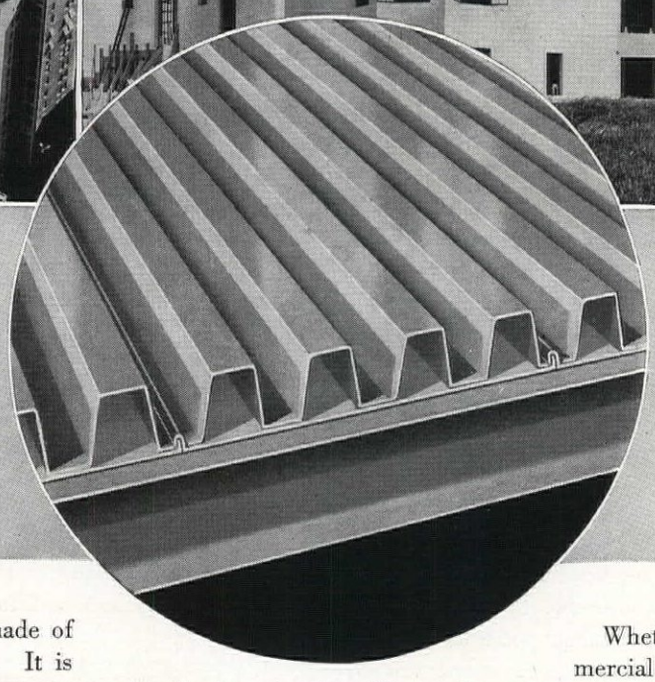
LISTEN IN! American Radiator Fireside Recital ...every Sunday 7:30 P.M. E.D.S.T. WEAF-NBC Network.

30 STORIES OR 3...

Any Building is a *Better* Building with Robertson Steel Floors







Buildings go up faster — safer — with Robertson Steel Floors! The sections can be laid quickly and easily by two men, and once laid, form a safe, solid surface upon which to work.

Ideal For Use In The Home. Hundreds of installations of Robertson Steel Floors in homes like this are proving the worth of this revolutionary new flooring.

THE Robertson Floor is made of strong, lightweight steel. It is compact in design, yet it possesses exceptional strength. It guards against corrosion, termites and fire. It cuts dead weight from floor areas, and increases their live load capacity.

The parallel, hollow cells which make up the Robertson Steel Floor may serve as roomy runways for the distribution of wiring. Electrical outlets can be cut in anywhere over the entire floor area—at any time—with a minimum of trouble and expense. This means a longer, more profitable life for buildings you design . . . a definite insurance against premature electrical obsolescence.

Whether you are designing a commercial building, a skyscraper, a public building or a home, it will pay you to investigate the many advantages of Robertson Steel Floors. You may obtain complete information by writing for our brochure "New Life For Buildings." There is no obligation. Address H. H. Robertson Co., 2004 Grant Bldg., Pittsburgh, Pa.

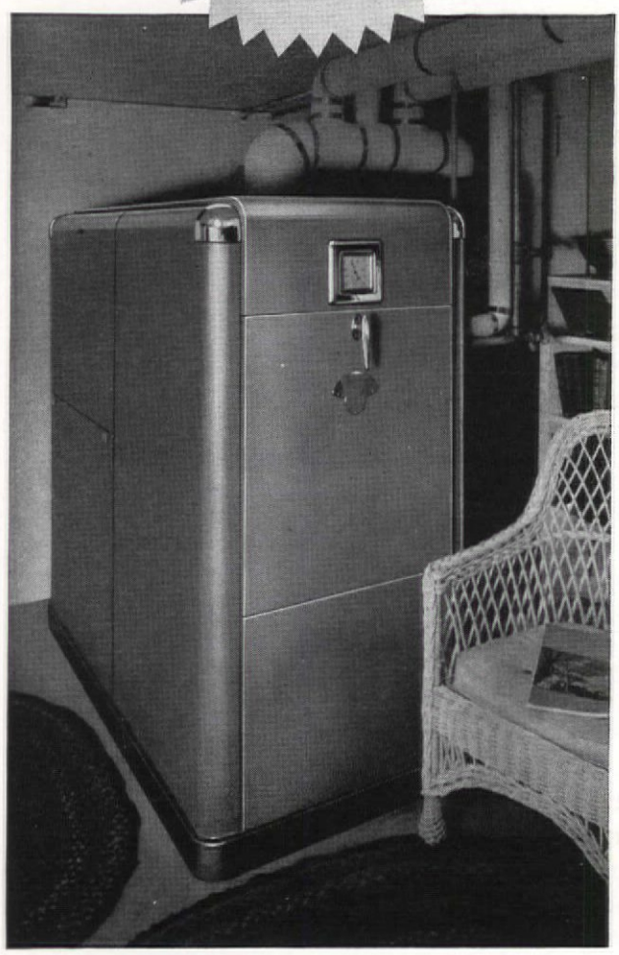
ROBERTSON STEEL FLOOR SYSTEM



CHOSEN BY LEADING ARCHITECTS FOR THEIR OWN HOMES . . .

THIS APPROVAL COUNTS!

FITZGIBBONS
STEEL HEATING BOILERS



A typical installation of the FITZGIBBONS OIL-EIGHTY AUTOMATIC Steel Boiler. Note how compactly this attractive unit fits in the basement. Remember that all the essentials — boiler, burner and TANKSAVER, for hot water — are enclosed beneath the tastefully colored jacket. Consider the outstanding performance of this unit in combination with its modern appearance — and you'll appreciate why the OIL-EIGHTY leads the field in residence steel boiler selection. Works with any good oil burner; also built in types for stoker and gas firing.

THE architect always is sure to select the *right* heating boiler for *his own* home. Fitzgibbons takes pride in the fact that so many of its boilers have been installed by leading architects in their own residences.

What's worthy equipment for the architect's own use is naturally first choice for other homes he designs. Therefore . . .

Specify these Efficient STEEL BOILERS in Homes *you* Design

Specify FITZGIBBONS Steel Boilers — which have the *right* design and construction for more efficient heat transfer, for lower cost heat, and for easy cleaning. Specify these ideal boilers which provide *year-'round hot water supply* with NO STORAGE TANK — which have the streamlined beauty that the modern homeowner wants for his basement.

Get complete information

These Fitzgibbons units are fully described for your clients in most issues of Home Owners' Catalog of the F. W. Dodge Corp. — or write FITZGIBBONS BOILER COMPANY, Inc., Architect's Building, 101 Park Ave., New York, N. Y. In Canada write to Fess Oil Burners of Canada, Ltd., Toronto and Montreal.

FOR FURTHER INFORMATION
SEE OUR CATALOG IN SWEET'S

Here's a Paint that WILL STICK *to* CONCRETE FLOORS





PRACTICALLY EVERYONE who has had anything to do with painting concrete floors has experienced one or all of these difficulties: the paint chipped, peeled or dusted off due to alkalies—water dripping from overhead pipes left telltale bare spots—scuffling feet quickly wore the paint off in a few weeks. These are the difficulties usually encountered when the wrong paint is used on concrete floors. There is an easy and successful way to give concrete floors a beautiful, hard, more permanent finish. That easy way is to use Medusa Floor Coating.

Specify and use Medusa Floor Coating in any one of its six beautiful colors, black or white, for your concrete floors. Since it contains no oils, you will find it resists all alkalies, hence it does not break down, dust, peel or chip off. Water has no effect on this paint because it is water resisting. And you will furthermore find that the hard, tough surface of Medusa Floor Coating resists abrasion to a remarkable degree. Write today for a free copy of the book "How To Paint Concrete, Stucco, Masonry and Other Surfaces." It describes this marvelous paint for concrete floors, also Medusa Portland Cement Paint for painting concrete, stucco and masonry and Medusa-Lite, a one coat, flat wall finish.

MEDUSA FLOOR COATING

MAIL THIS COUPON NOW!



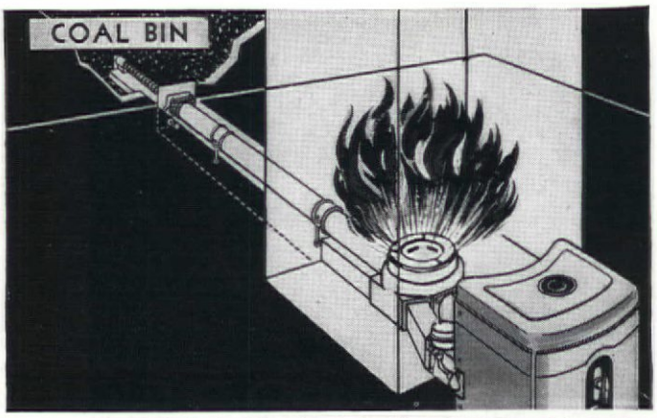
MEDUSA PRODUCTS COMPANY, 1013 Midland Bldg., Cleveland, Ohio

Gentlemen:

Please send me a free copy of the book, "How to Paint Concrete, Stucco, Masonry and Other Surfaces."

NAME_____ ADDRESS_____

CITY_____ STATE_____

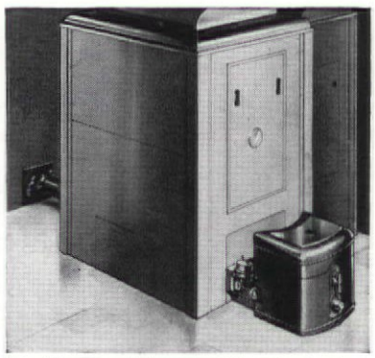


Automatic fueling from bin to fire with Iron Fireman's *Coal Flow* model.

THE IRON FIREMAN

Specify IRON FIREMAN for air conditioned heating plants

THE term "air conditioning" has been definitely abused. Around it has arisen a great legend of claims and counter-claims. When you fight through the fog of words, you find this one basic fact: *Eighty per cent of air-conditioning is heating.*



A modern warm air furnace and fan unit, plus Iron Fireman, provides the basic elements of air-conditioned heating.

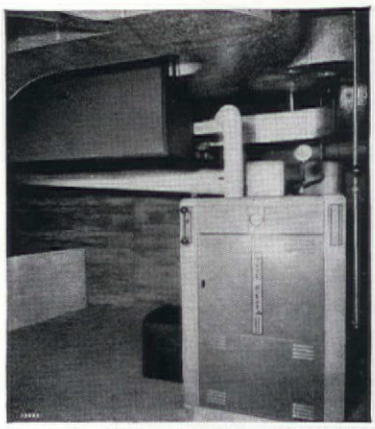
The first consideration, therefore, is the installation of proper automatic heating equipment. An Iron Fireman automatic coal burner is ideal for air-conditioned plants because of the very nature of the Iron Fireman fire. It is always glowing. Even when the burner is not in operation, the fuel bed gives off a gentle flow of warmth for circulation through the rooms. Contrast this constant, ever-present source of heat with "pop-on, pop-off" automatic fuels, and you get the significance of Iron Fireman's place in the air-conditioning picture.

More and more of your plans will include air-conditioned heating. Whether you are using the "direct system," the "split system" or air-conditioned radiator heating, you can always rely on Iron Fireman to furnish a smooth flow of heat seldom secured, and never surpassed by any other type of firing.

"Coal Flow" Makes Rapid Strides

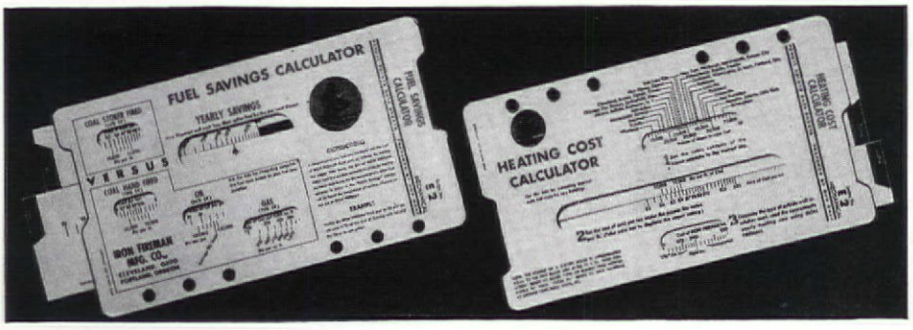
If you are doing residential work, you can do yourself and your clients a favor by getting all the facts about Iron Fireman's *Coal Flow* model. This burner puts coal on equal terms with gas and oil as an automatic fuel. Coal is conveyed direct from bin to fire. Like all Iron Fireman models, the *Coal Flow* uses the low cost sizes of stoker coal, and makes big savings over other types of automatic firing equipment.

Your Iron Fireman dealer is at your service at all times. A call to him, or a line to the nearest factory or branch office, will bring quick cooperation. Iron Fireman Mfg. Co., Portland, Oregon; Cleveland; Toronto. Dealers everywhere.



Here an Iron Fireman *Coal Flow*, a Weil McLain boiler and a Carrier air-conditioning unit are installed in the home of Dr. A. G. Davis, Erie, Pa.

Send for Iron Fireman Heating Calculator Slide Rule



Designed by Don Graf

This side of the rule is a Fuel Savings Calculator. It is used for arriving at comparative costs of various fuels based on past fuel consumption. With scales set, you are shown the per cent savings that will be effected with Iron Fireman firing.

This side of the slide rule is a Heating Cost Calculator. It is used for estimating annual fuel costs in new homes with Iron Fireman heating. Scales are for climatic zone, b.t.u. content of coal, cost of coal, and type of house insulation.

Architects specializing in the residential field will find great use for this slide rule. If you wish one, simply write on your office stationery, or clip the coupon on your letterhead and mail to 3001 W. 106th Street, Cleveland, Ohio.

IRON FIREMAN MANUFACTURING CO.
3001 W. 106th St., Cleveland, Ohio.

☐ Send Heating Cost Calculator.

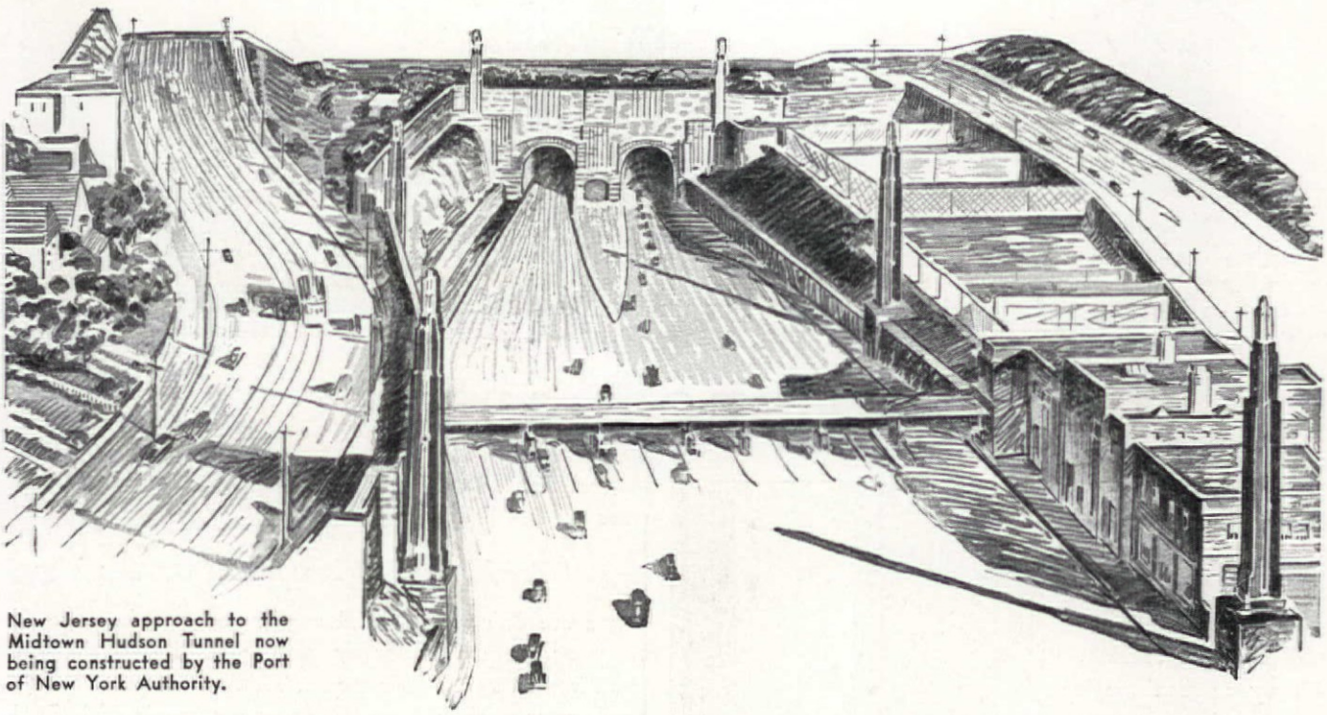
Send Iron Fireman literature for ☐ Home Heating ☐ Commercial Heating

Name_____

Firm_____

Address_____

THE MIDTOWN HUDSON TUNNEL



New Jersey approach to the Midtown Hudson Tunnel now being constructed by the Port of New York Authority.

MAN'S NEWEST UNDER-RIVER ACHIEVEMENT

started with a pencil

A THIRD great link brings New York and its neighboring communities minutes closer! Soon the Midtown Tunnel (to be renamed the Lincoln Tunnel) will help the downtown Holland Tunnel and the uptown George Washington Bridge in the gigantic task of carrying the ever-increasing traffic between New York and New Jersey.

First came ideas, then rough sketches, finally finished drawings—all along the line pencils played an important part. And, interestingly enough, Venus Pencils will become now one of the beneficiaries of this new convenience. For the tunnel will mean even speedier shipments of these famous pencils from Hoboken to New York.

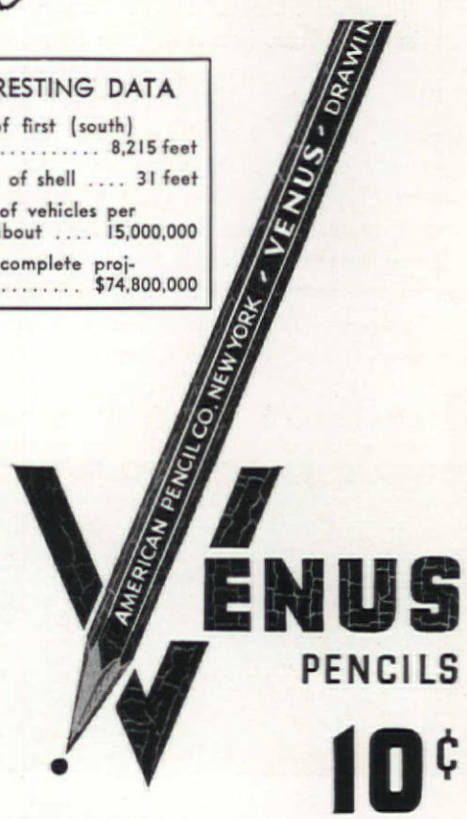
We are proud that in New York and throughout the world, in offices and drafting rooms where such outstanding achievements are taking place, Venus Drawing Pencils are sure to be found. It's good testimony to the fact that they are the world's finest!

Venus Drawing Pencils come in 17 shades of black. The Colloidal Process* and other scientific methods assure you that each is graded with unvarying accuracy—that each is perfectly smooth.

* U. S. Pat. No. 1,738,888

INTERESTING DATA

Length of first (south) tube	8,215 feet
Diameter of shell	31 feet
Number of vehicles per year, about	15,000,000
Cost of complete project	$74,800,000



VENUS PENCILS

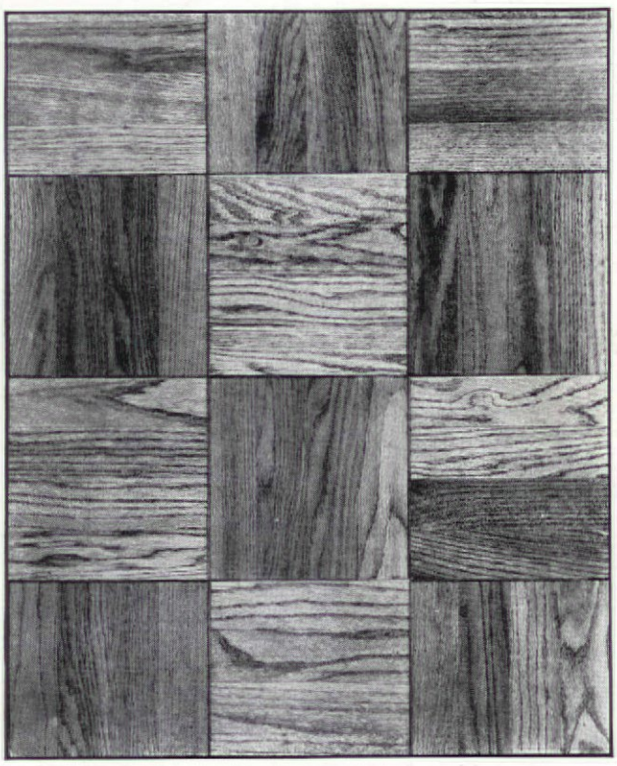
10¢

AMERICAN PENCIL COMPANY • *Hoboken, New Jersey*

Also made in Canada by Venus Pencil Company, Ltd., Toronto

FOR THE FINEST FLOORS IN THE FINEST HOMES

Hardwood has the Best Answer



BRUCE FINISHED HARDWOOD BLOCKS are fabricated from selected oak, maple, beech and walnut in a variety of grades. They are factory-finished with the most enduring finish hardwood has ever had, by a new scientific process that includes waxing and polishing. These flooring units save time in application and enable you to specify a finished product. You always know the finished floor will be *as specified.*



BRUCE SOLID OAK PLANKS answer the flooring problem when historical correctness must combine with beauty and permanence. Available with beveled or square edges, they may be applied in regular or random patterns—with walnut "pegs" and "butterflies" to lend authenticity and charm to distinctive rooms. Bruce Planks are especially popular for Early American, Spanish, and English interiors.

★ Correct floors make homes more charming. They form the setting for attractive interiors. And no type of flooring has ever challenged hardwood on style, beauty and dignity. Now the desirability of hardwood floors has been raised to new heights with Bruce Blocks and Bruce Planks.

These two distinctive floorings, made in the world's largest hardwood flooring plant, fill the requirements of every architectural design. They offer something "different" yet possess all the well-known qualities of hardwood — and are definitely in good taste.

You will want to have complete details on these floorings. Let us send you interesting data and our "A. I. A." file. Just use the coupon.

E. L. BRUCE CO.

Flooring Division **Memphis, Tenn.**

BRUCE

We'll gladly send you interesting literature and helpful specifications on these remarkable materials — floorings that add to the beauty and utility of residences, schools, offices, stores, hotels, etc.

There Is No Substitute for Hardwood Floors

E. L. BRUCE CO., Flooring Division, Box 397-I, Memphis, Tenn.
Gentlemen: Please send me details on: ☐ BRUCE BLOCKS ☐ BRUCE PLANKS

Name.....

Address.....

City..... *State*.....



117 *Telechrons* IN THE BROOKLYN CENTRAL COURT HOUSE

● The Central Court House, Brooklyn, New York, is equipped with a Telechron ADFR (automatic double frequency resetting) system, consisting of 117 clocks, and central-control equipment. Installed in 1933. *Architect,* Collins and Collins, New York City; *Electrical Contractor,* Weiss, Deveau Company, Brooklyn, N. Y.

● BECAUSE they are consistently accurate and trustworthy, Telechron centrally controlled electric clock systems are ideal for public buildings of all types. Telechron systems keep time for local governments all over the country—as well as in many of the magnificent new Federal Government structures in Washington.

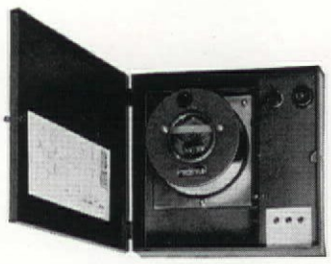
The largest single installation in the country has more than a thousand Telechrons. Yet each Telechron is a sturdy, independent timekeeper, equipped with the famous Telechron self-starting, sealed-in-oil, synchronous motor. Each clock in a system is synchronized with all the others by the alternating current, accurately regulated in the local power house by a Telechron master clock.

Telechron central control may be the simple manual type, or the entirely automatic type. The original cost is low, and operation and maintenance expenses have proved to be negligible.

More detailed information may be found in Sweet's 1937 Architectural Catalog File, Section 29, Catalog 10. Or address the Warren Telechron Company, 410 Main Street, Ashland, Massachusetts. One of our representatives would be glad to discuss your projects with you.



Telechron wall clock



Telechron automatic central-control unit

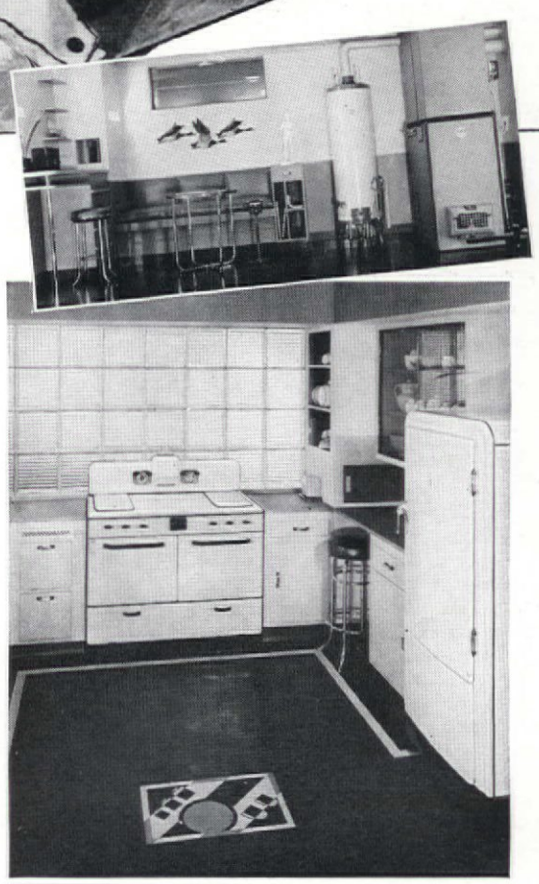
Telechron
(Reg. U. S. Pat. Off. by Warren Telechron Co.)

SELF-STARTING SYNCHRONOUS ELECTRIC CLOCKS AND SYSTEMS

Put easy Housekeeping right in the Plans!

Let Gas take care of the 4 Big Jobs!





COOKING, refrigeration, water-heating and house-heating. These are the four BIG jobs when it comes to running a home. But they don't have to be *hard* jobs. Up-to-date GAS equipment can make them easy!

Gas house-heating and water-heating units need scarcely any attention from one year's end to another. They are clean and silent. And there's no problem of fuel storage or delivery. The modern gas range shortens kitchen hours. New automatic features make cooking easier—pleasanter. Gas refrigeration operates *silently* at small cost.

Get the up-to-date facts on how much GAS can do to make the homes you design really livable—and *easy* to run. Your local Gas Company will gladly cooperate with you in the selection and installation of gas equipment.

Be sure the Gas Appliances you specify carry the approval Seal of the American Gas Association Testing Laboratories.

AMERICAN GAS ASSOCIATION



ALL Carrara Structural Glass . . . every piece of whatever color . . . is manufactured exclusively with a mechanically ground and polished finish. This finish represents the highest quality in structural glass . . . and Carrara has no second best. To the architect, this standard ground and polished finish is important. It means that toilet room walls and partitions of Carrara are always mirror-like in their beauty. That they always provide the accurate, undistorted reflections which are so essential to true distinction, and which only a ground and polished glass can offer. It means that all joints in a Carrara job are absolutely true and free from lippage. And that Carrara Glass is a medium which the architect may use with confidence, and without restrictions, in creating original and striking effects. We urge you to send the coupon for our free booklet giving complete information.

CARRARA
The modern structural glass

THE paint and glass products manufactured by the Pittsburgh Plate Glass Company are quality products. This Company has been a leader in glass and paint manufacture for more than five decades, and this pioneering leadership is reflected in the quality of Pittsburgh Paints and Pittsburgh Glass. You may specify them with the assurance that they will be worthy of your finest creations.

. . .

A complete line of Pittsburgh Products of the following types is available through our 74 branches in leading cities.

PITTSBURGH GLASS PRODUCTS

Polished Plate Glass
Pennvernon Window Glass
Carrara Structural Glass
Ornamental Glass
Pittsburgh Mirrors

PITTSBURGH PAINTS

Sun-Proof Paint
Wallhide Paint
Waterspar Enamel
Waterspar Varnish
Florhide Enamel

PITTCO STORE FRONT METAL

See Sweet's for complete specifications and for addresses of Pittsburgh Plate Glass Company branches.

Pittsburgh Plate Glass Company,
2340 Grant Bldg., Pittsburgh, Pa.

Please send me, without obligation, your new book entitled "Carrara Modern Structural Glass."

Name_____

Address_____

City_____ State_____

Paint ✿ **PITTSBURGH** ✿ *Glass*
PLATE GLASS COMPANY



PROMISES about roofing life make "strong words". . . yet the 1910 belief of a large mid-western farm-equipment company in the permanence of J-M Asbestos Roofs is very much a fact in 1937!

Nor can this be dismissed as just "one case." Too many J-M Asbestos Roofs applied before and shortly after 1910 have borne out that same promise—and are still in excellent condition today.

The conclusion, therefore, is an obvious one—and highly pertinent to the present or future roofing problems of your clients. J-M Asbestos Roofs offer lasting protection against the 3 major enemies of roofing life . . . fire, weather and sun.

This last is important, for the intense drying-out action of the sun is responsible for a large percentage of ordinary roof failures. How J-M Asbestos Felts prevent it is explained below. And if you wish complete data on all phases of built-up roof construction, be sure to get our free handbook, "Specifications for J-M Bonded Built-up Roofs." Simply write to Johns-Manville, 22 E. 40th Street, N. Y. C., for your copy.



How J-M Asbestos Felts Protect the Waterproofing Asphalts from the Sun . . .

As this enlarged cross-section of a 3-ply J-M Asbestos Roof shows, each asbestos fiber is solid, non-capillary. The asphalt cannot penetrate into these fibers, *or be drawn up through them by the sun.* Hence, the asphalt—both within the felts and between the plies—retains indefinitely the lighter oils so essential to effective waterproofing. And asbestos, being imperishable and rotproof, insures a long length of roof service at minimum upkeep.

Johns-Manville SMOOTH-SURFACED BONDED ASBESTOS ROOFS

Presenting THE NEW HERMAN NELSON AIR CONDITIONER FOR SCHOOLS . . .

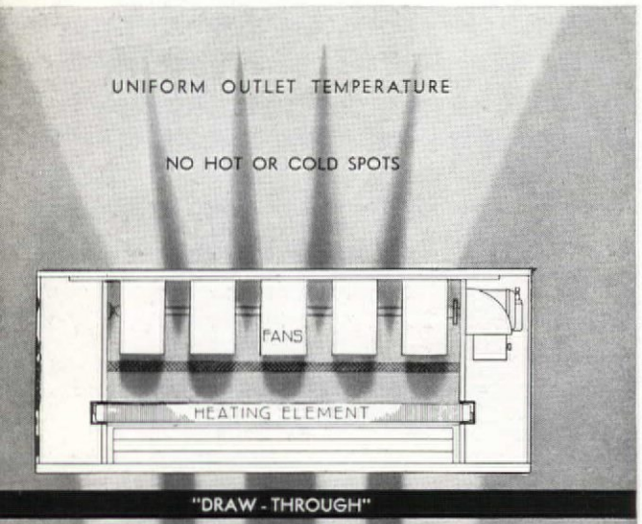


Eliminates Overheating . . . Prevents Drafts

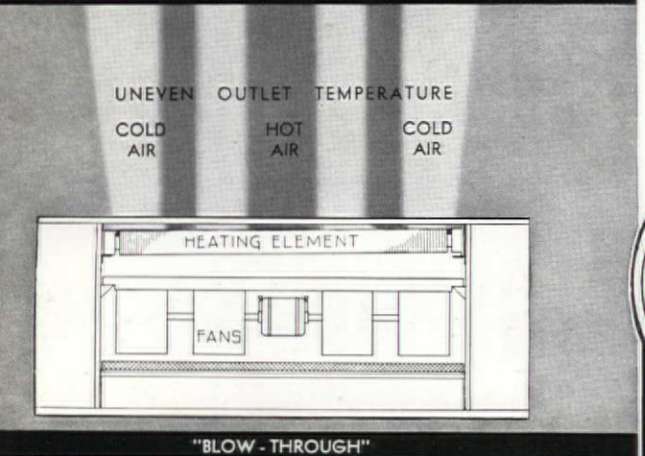
The New Herman Nelson Air Conditioner for Schools is an entirely new unit designed and constructed from the ground up to maintain ideal air conditions in the classroom. Its exclusive "draw-through" design prevents drafts and eliminates overheating.

With the obsolete, multi-fan, "blow-through" design, fans in the lower portion of the cabinet discharge cold air up through the radiator. That portion of the air which passes through the radiator at low velocity is discharged into the room at a very high temperature, while that which passes through at high velocity is discharged at dangerously low temperatures, causing drafts. If a temperature control device is used to overcome this condition, the average temperature of all the air discharged into the room is not low enough to prevent overheating.

Now Herman Nelson's exclusive, multi-fan, "draw-through" design assures that *all* the air discharged into the room is maintained at the desired outlet temperature. With the blower assembly located in the top compartment, streams of air at various temperatures drawn through the unit are thoroughly mixed in the fans immediately before being discharged into the room. No part of the air is colder or hotter than necessary to maintain the desired temperature. Only with this "draw-through", multi-fan design can air, cool enough to prevent overheating, be discharged into the classroom without danger of drafts.



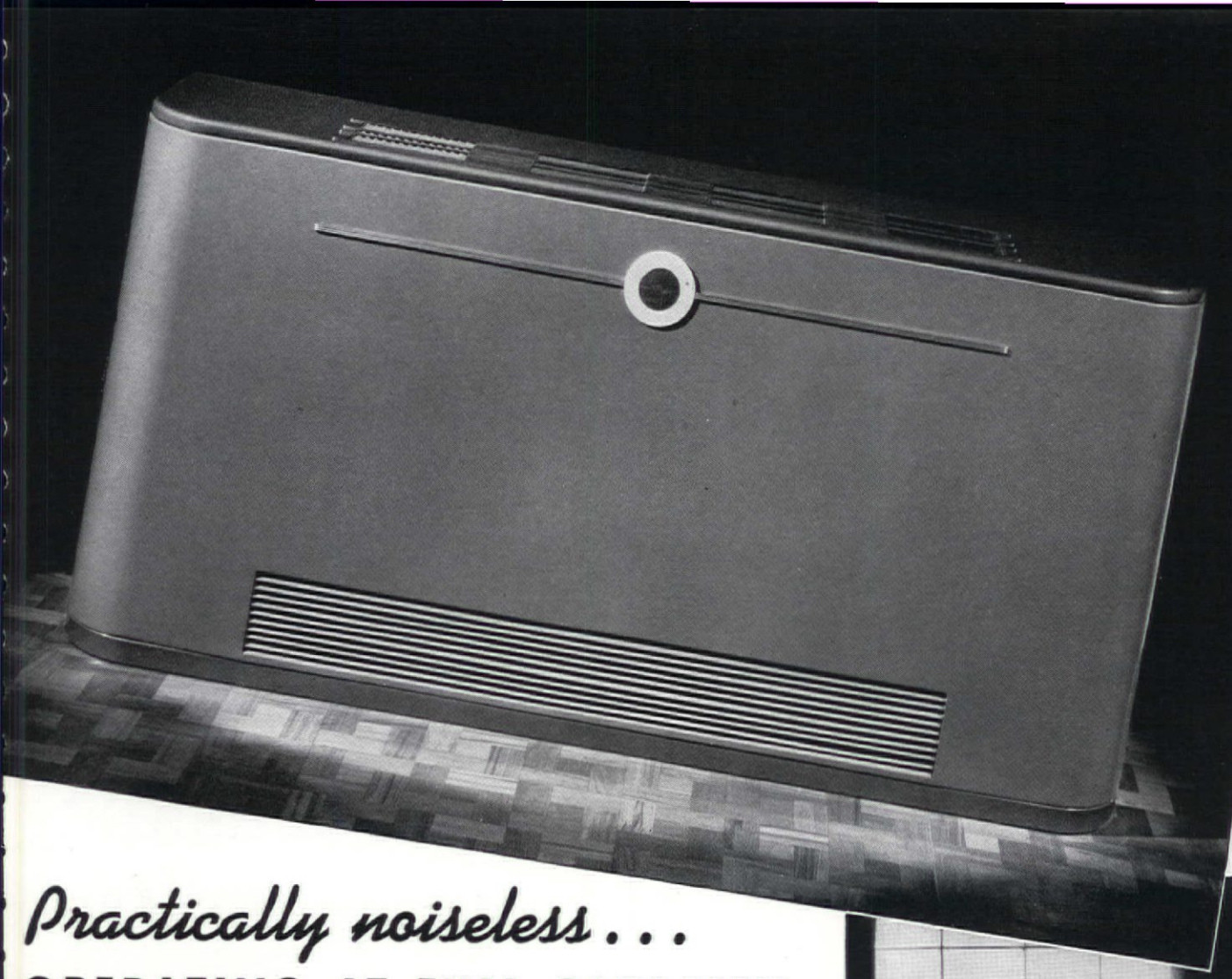
"DRAW - THROUGH"



"BLOW - THROUGH"

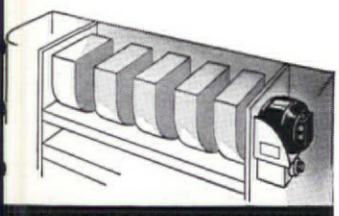
herman nelson
moline illinois

THE HERMAN

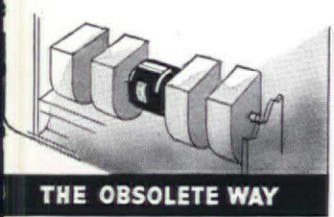


Practically noiseless . . .

OPERATING AT FULL CAPACITY



THE HERMAN NELSON WAY



THE OBSOLETE WAY

Scientific design and location of the fan and motor assembly in the New Herman Nelson Air Conditioner for Schools assure most quiet operation. Locating the motor in the end compartment—out of the air stream—permits the use of larger blower assemblies, with fans running at slower tip speeds. In the past, noisy operation obtained with the motor placed in the center of the blower assembly often made it necessary to reduce capacity, resulting in drafts or overheating. The new design of the Herman Nelson unit now insures quiet operation at full capacity.



ADAPTABLE TO ALL CONDITIONS

The New Herman Nelson Air Conditioner for Schools is the first unit designed to operate most efficiently under all conditions. Its flexibility enables it to be controlled according to any method of operation desired by the architect or engineer. A continuous supply of outdoor air can be introduced into the room in any quantity, or outdoor air may be admitted only when necessary for cooling. The unit is available with either damper or radiator control.

For Complete Information Write to

THE HERMAN NELSON CORPORATION, MOLINE, ILLINOIS

NELSON CORPORATION

MOLINE, ILLINOIS

Are you BUILDING CRACKS *in your client's homes?*



ANY architect would rise up in righteous wrath on such an accusation.

—But houses *are* being built with brick veneer directly over wood sheathing and insulation in spite of the fact that every builder knows that moisture passes through *both* brick and insulation!

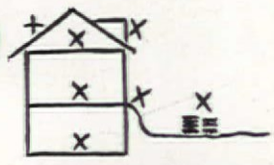
When it costs so little more to have fine damp-proof, waterproof, windproof, airtight construction, why not have it?

Sisalkraft over sheathing, between floors, under roofs means a watertight, damp-proof seal that prevents air infiltration and brings comfort to your client's home.

It's the skin of the building. Let us send you a generous sample and prove its quality to yourself!

THE SISALKRAFT CO.

205 West Wacker Drive **Chicago, Illinois**



***X** Marks the spot for* **SISALKRAFT**

X—Use Sisalkraft over all sheathing.

X—Use it as a flashing around doors and windows.

X—Put it under floors and use it to cover finished floors.

X—Sisalkraft belongs under roofing—it's waterproof.

X—Use it to line attics, store rooms and garages.

X—Use it to cure concrete walks and floors.

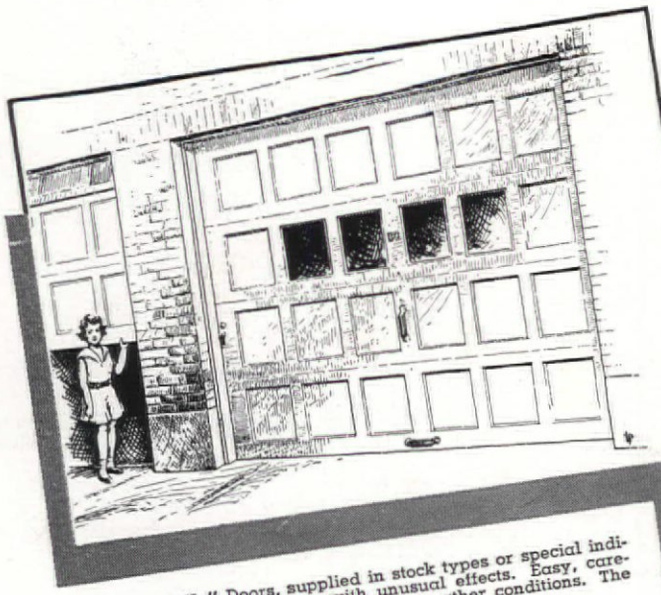
X—Cover delivered building materials for protection against the weather.

Seal it with **SISALKRAFT** *The Skin of the Building*

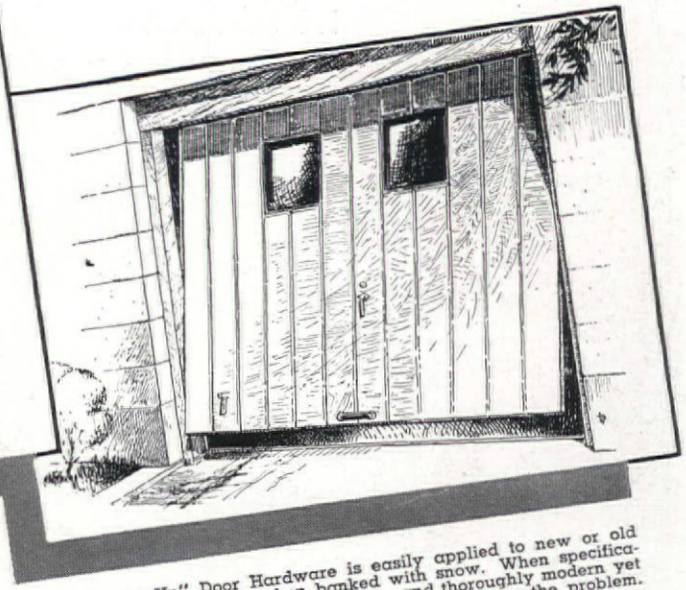
FREE REIN

IN DOOR TREATMENT!

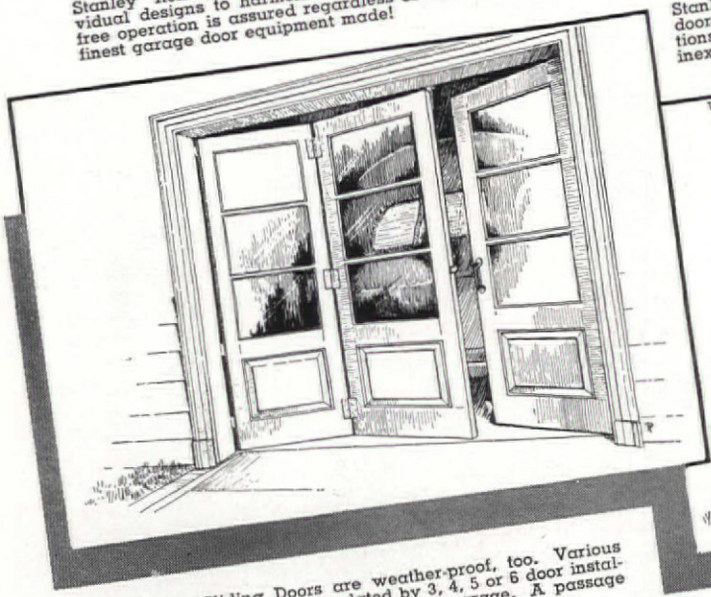
Forget the tiresome restrictions of conventional garage doors! Stanley Garage Door Hardware gives you free rein to achieve exactly the architectural effect you want . . . and assures a *carefree* door that will bear witness to your good judgment for years to come. . . . There is a quiet, smooth-working Stanley Hardware set for every garage door. Catalog No. 38 gives full details and specifications. The Stanley Works, New Britain, Conn.



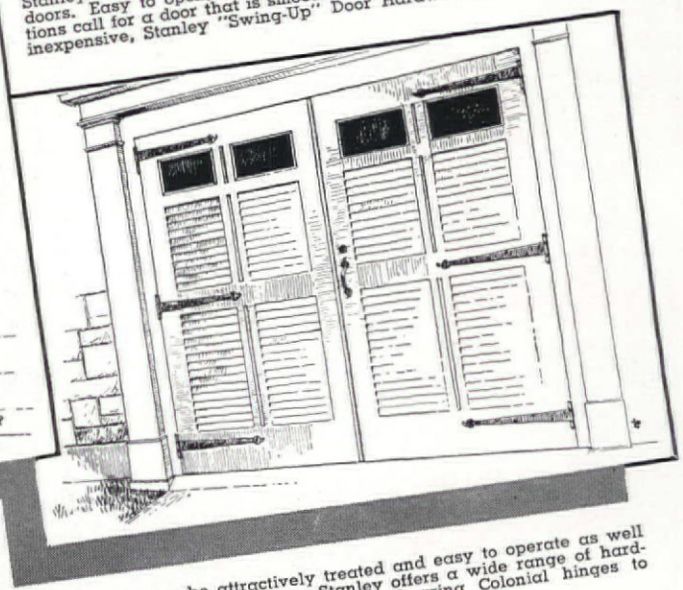
Stanley "Roll-Up" Doors, supplied in stock types or special individual designs to harmonize with unusual effects. Easy, carefree operation is assured regardless of weather conditions. The finest garage door equipment made!



Stanley "Swing-Up" Door Hardware is easily applied to new or old doors. Easy to open, even when banked with snow. When specifications call for a door that is smooth working and thoroughly modern yet inexpensive, Stanley "Swing-Up" Door Hardware solves the problem.



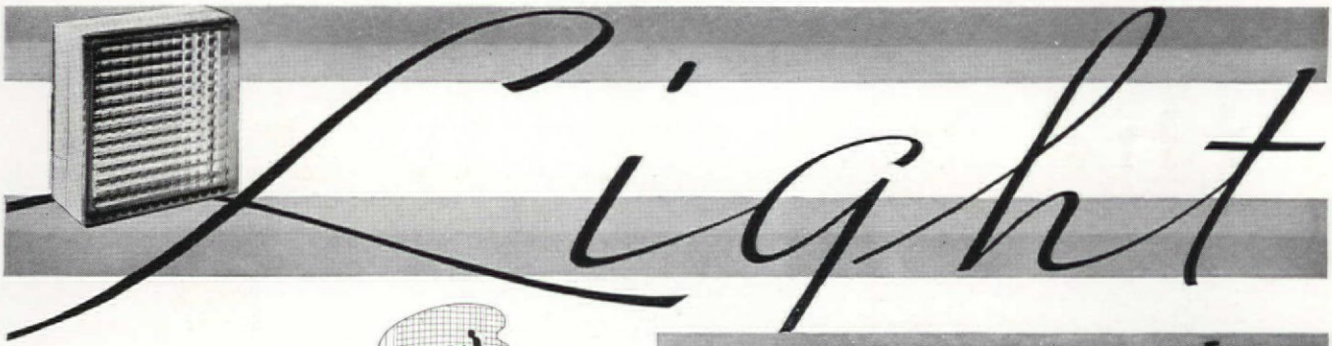
Stanley Folding-Sliding Doors are weather-proof, too. Various widths of openings are accommodated by 3, 4, 5 or 6 door installations which may open inside or outside garage. A passage door permits entrance without opening entire door.



Hinged doors may be attractively treated and easy to operate as well if fitted with Stanley Hardware. Stanley offers a wide range of hardware designs, from long graceful ball bearing Colonial hinges to sturdy butts.

STANLEY HARDWARE

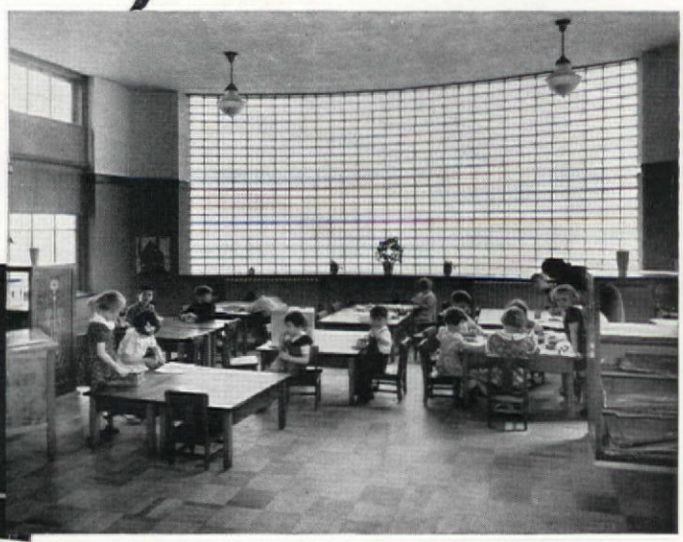
• FOR CAREFREE DOORS •

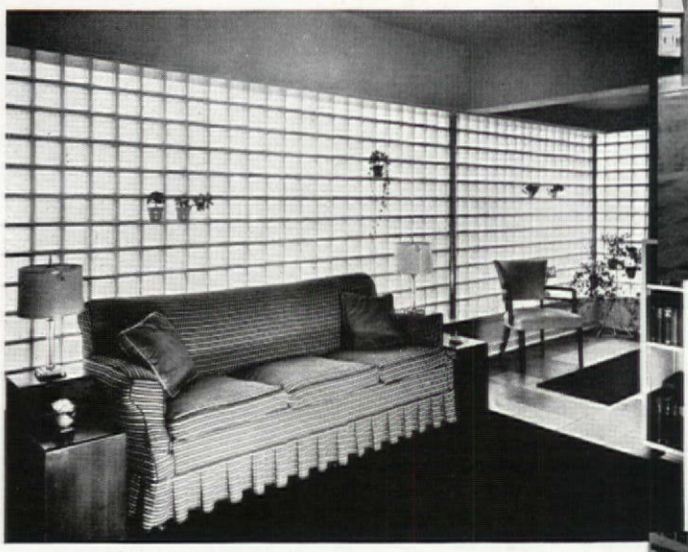




IN SCHOOLS

The Tippecanoe School in Milwaukee is just one example of the use of Owens-Illinois Insulux to obtain Light The Modern Way in school buildings.







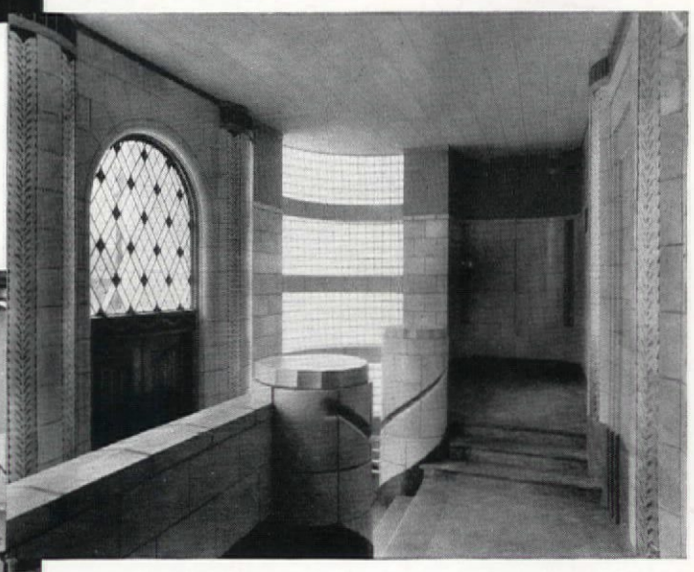
IN HOMES

Large areas of Insulux Glass Block give this charming new home in Benton Harbor, Michigan an abundance of Light The Modern Way.



IN CHURCHES

The stairways in this Church in Versailles, Indiana are made safer by the flood of Light The Modern Way that pours through Insulux.





IN STORES

Light The Modern Way, obtained through Insulux, makes shopping easy and speeds up sales in this Oak Park, Illinois department store.





the modern way

IN HOSPITALS



Since clear, diffused light is essential to operating rooms, this St. Louis hospital depends upon Insulux to obtain Light The Modern Way.







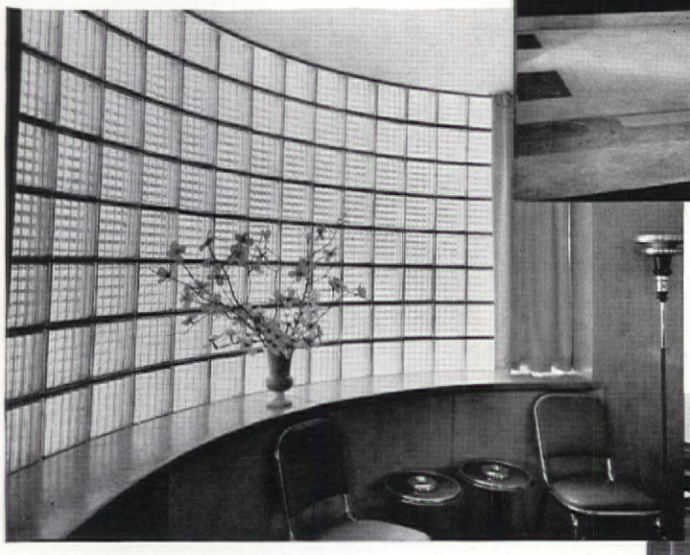
IN THEATERS

The cheerfulness of Light The Modern Way, obtained through Insulux, gives the proper touch to the lounge of this Vineland, New Jersey theater.



IN HOTELS

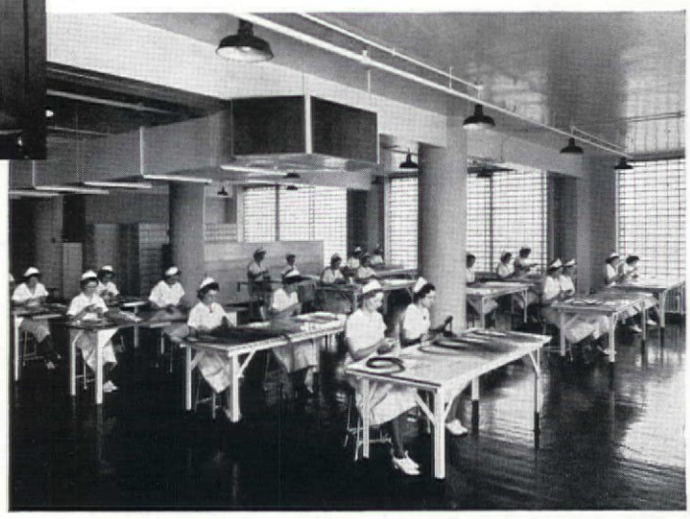
Guests in this Chicago hotel are greeted, and their stay is made more pleasant, by Light The Modern Way.



IN FACTORIES



Eyestrain and fatigue are minimized in this Chicago factory by the curtain walls of Insulux Glass Block that provide Light The Modern Way.



Accepted from coast to coast for widely diversified uses, Owens-Illinois Insulux not only admits light but, because it contains a partial vacuum, assists in temperature control both winter and summer. Insulux has passed the most rigorous tests of every description and is approved by code authorities in leading cities. In this *one* material you will find the correct answers to innumerable problems of planning and construction. Write for complete, illustrated details. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS

Insulux GLASS BLOCK



Lucky Lady . . . with the touch of a finger she controls the world's most willing servitor, *ELECTRICITY*—yielding light, releasing harnessed power, and providing a magic force that brings to her ear words whispered at the other end of the earth. Behind and beyond the seeming simplicity of this modern miracle is the labyrinth of light and power transmission lines encased in rigid conduit made of COP-R-LOY . . . *the path of steel for the child of fire* . . . guarding vital wires against the touch of corrosion that brings failure to the system. This famous copper alloyed steel protects the distribution of light and power for many of America's greatest projects. It is selected by engineers for its plus of endurance as demonstrated under conditions where salt air moisture and other corrosive elements are unusually severe. Triangle Rigid Conduit, fabricated either from COP-R-LOY or from Wheeling Steel, hot galvanized and lacquered finished, is produced by the Triangle Conduit and Cable Company of Brooklyn, New York and Wheeling, West Virginia. It's Wheeling Steel.

Copyright 1937, By Wheeling Steel Corporation, Wheeling, West Va.

COP-R-LOY Reg. U.S. Pat. Off. **IT'S WHEELING STEEL**

This advertisement appeared in National Magazines during September





Atlas White portland cement was used in the terrazzo floors of Villa Saint Felix, Plymouth, Mich. Art Mosaic & Tile Company, Toledo, terrazzo contractor. O'Meara and Hills, St. Louis, architects.

Only *White* Cement Makes *Fine* Terrazzo

THE difference between an ordinary terrazzo job and a fine terrazzo job is instantly apparent. Fine terrazzo fairly glows with life and warmth. The colors are pure and rich, faithful to specifications. Patterns are clean-cut, distinct to the minutest detail.

And, best of all, fine terrazzo *retains* these values always. It doesn't fade. It can't be beat for wearability. Its upkeep cost is low.

Skilled terrazzo contractors like to use Atlas White portland cement for their fine terrazzo jobs. It is pure white. It exceeds specification requirements for portland cement strength. And Atlas White portland cement (plain and waterproofed) is quickly available everywhere. Universal Atlas Cement Co. (United States Steel Corporation Subsidiary), 208 South LaSalle Street, Chicago.

FURTHER INFORMATION ABOUT FINE TERRAZZO APPEARS IN SWEET'S

T-9

FOR FINE TERRAZZO SPECIFY ATLAS WHITE PORTLAND CEMENT

OMICRON MORTARPROOFING SAYS:

Ardsley-on-the-Hudson Apartments, Ardsley-on-the-Hudson, New York, Shreve, Lamb & Harmon, Architects, New York City La Sala Mason Corporation, Masonry Contractors, New York City.





Actual photo of ordinary mortar joints. Note shrunken, cracked mortar, permitting rapid water seepage and destruction.



Actual photo shows how Omicron Mortarproofing preserves the bond —makes possible weatherproof brick walls.

BEFORE the introduction of Omicron Mortarproofing in 1932, *nothing* had been perfected to *effectively* control *initial mortar shrinkage* . . . the big cause of leaky brickwork!

Now, leading architects throughout the country specify O. M. as the one SURE method of obtaining weather-tight brick walls. Because of its outstandingly successful record, Shreve, Lamb & Harmon, New York Architects, specified O. M. to assure vital protection against shrinkage cracks and bond failure in the beautiful Ardsley Apartments shown above.

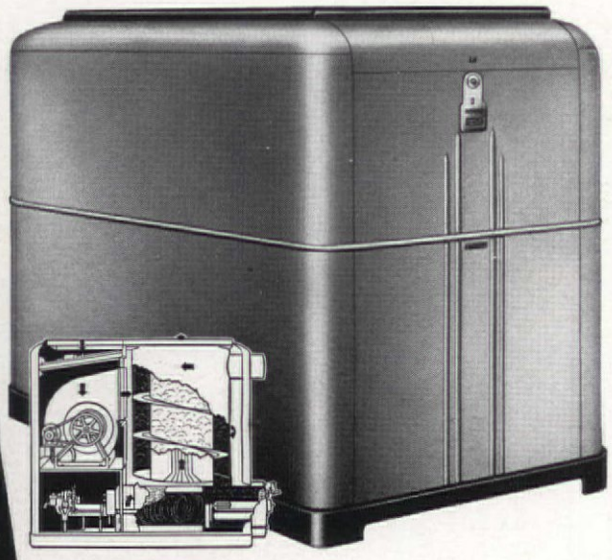
Omicron Mortarproofing is a proved product. In some 2,000 buildings it is proving its ability to protect property investments and maintain values. Write for a list of jobs, and see Sweet's Catalog for further detailed information.

THE MASTER BUILDERS COMPANY • Cleveland, Ohio
In Canada: The Master Builders Co., Limited, Toronto, Ontario

MASTER BUILDERS

NORGE LEADS WITH THE FIRST GREAT ADVANCE IN HOME HEATING EQUIPMENT

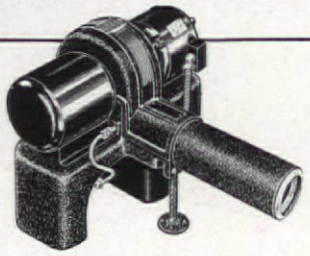
SINCE THE INTRODUCTION OF CENTRAL HEATING



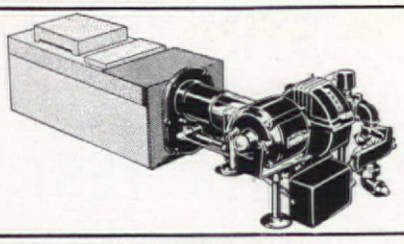
● All good heating systems today have automatic controls, air conditioning, and other modern features—but only Norge has developed an all-steel, spiral heat transfer unit that extracts the most heat from every dollar's worth of fuel. The hot gases of combustion are carried spirally upward over 36 lineal feet of boiler-plate steel. Overall efficiencies are as much as 80% *and up!*

The Norge Fine-Air Furnace is a complete winter air-conditioning system. For summer, complete cooling equipment powered by the famous Norge Rollator compression unit may be added. No matter what kind of heating you may be considering, *be sure to see the Norge before you buy!*

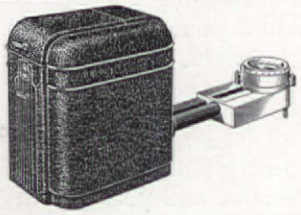
NORGE HEATING AND CONDITIONING DIVISION
Borg-Warner Corporation, Detroit, Michigan



NORGE WHIRLATOR OIL BURNER... operates on the exclusive Whirlator principle—clean, quiet, economical. For use in the Norge Fine-Air Furnace or in modernizing your present heating plant.



NORGE GAS BURNING UNIT... cuts heating costs with gas up to 50%. Triple-control of mixture in this new pressure-type unit gives you more heat from less fuel. Be sure to investigate this amazing burner.



NORGE COAL STOKER... makes an automatic heating plant of your old coal furnace. Extra capacity, most modern design, low in cost. Feeding mechanism of exclusive Norge construction—trouble-free and dependable.



NORGE PLUS-VALUE HOME APPLIANCES

See the sensational new Rollator Refrigerators and Norge Concentrator Gas and Electric Ranges today!

Norge Autobuilt Washers and Duotrol Ironers are this year's style and performance leaders. Investigate! HC-12

PERFECT BLUEPRINTS

DIRECT FROM THE PENCIL DRAWING!



SEND FOR DEMONSTRATION BLUEPRINT AND SAMPLE TURQUOISE PENCIL TO MAKE YOUR OWN TEST

So opaque and densely uniform is every line from a TURQUOISE lead that you can make sharp, perfect blueprints direct from your uninked pencil drawings. Specially blended graphites, super-refined clays and days of extra grinding make TURQUOISE leads unequalled for draughting purposes. The 17 accurate and uniformly spaced grades are made from 17 basic formulas. The leads are waxed for smoothness alone—never to create two or more grades from one formula.

"Chemi-Sealed" TURQUOISE gives you the smoothest lead and strongest point in any drawing pencil. Eagle's patented, super bonding process seals in the lubricating waxes for permanent smoothness and welds lead and wood so inseparably that they combine their full strength against breakage. To prove all this, write for Demonstration Set, mentioning this publication and your supplier's name.

EAGLE PENCIL COMPANY, 703 East 13th Street, New York



EAGLE "Chemi-Sealed" * REG. U. S. PAT. OFF. (SUPER BONDED) * TURQUOISE

"SICK" KITCHENS NEED *an* INJECTION *of* MONEL METAL!



They'll take an immediate turn for the better and there'll never be a relapse

THE Monel Metal "treatment" for worn out hospital kitchens always results in a permanent "cure". Take a look at the accompanying pictures. They give you an idea of how kitchens look when they're pepped-up with equipment made of this beautiful Nickel alloy.

Monel Metal, you know, never loses its gleaming appearance. Nor is it marred by hard use. In fact, the scuffing of pots and pans over its surface serves only to make it brighter.

Moreover, Monel Metal has no coating to crack, chip, or wear away. It is solid right through.

Since it is rust proof and resistant to corrosion, there are never any roughened areas to require extra scouring. The ever-smooth bright surfaces of Monel Metal are always easy to clean and to *keep* clean.

And remember, on top of all this, Monel Metal is stronger than structural steel. And it is tough . . . so it resists wear, and cuts maintenance costs to the bone. When you specify the Monel Metal treatment for sick kitchens they stay cured.

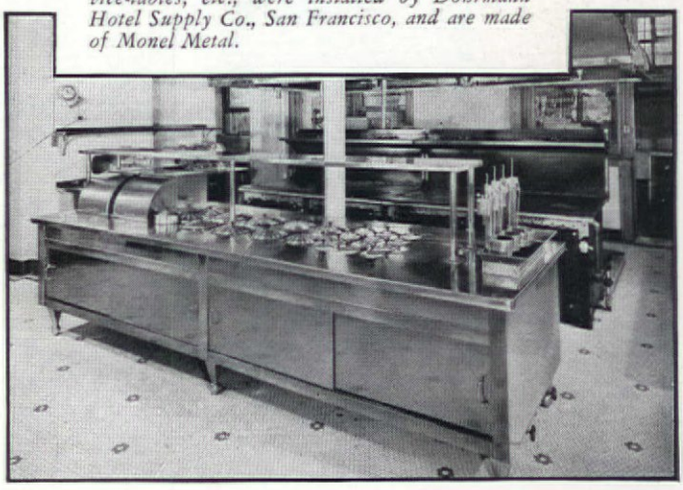
Write for your free copy of our recently published booklet "The Selection of Food Service Equipment." It is profusely illustrated with photographs of many different Monel Metal installations in institutions. We think you will find it helpful and interesting.

THE INTERNATIONAL NICKEL COMPANY, INC.
67 WALL STREET NEW YORK, N. Y.

Monel Metal is a registered trade-mark applied to an alloy containing approximately two-thirds Nickel and one-third copper. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

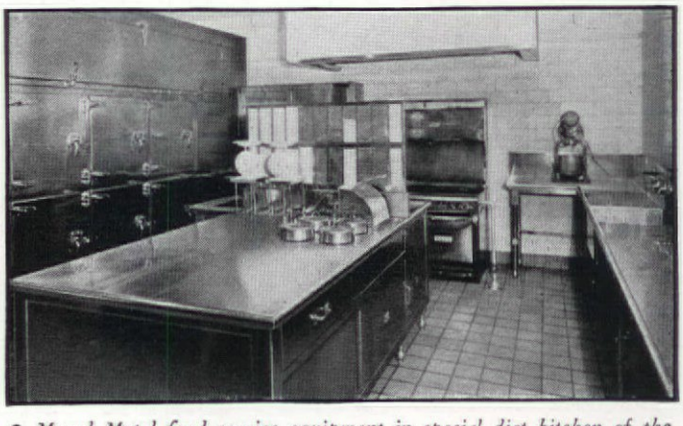


• *Two views of the newly renovated kitchen in Holy Cross Hospital, Salt Lake City, Utah. Steam-tables, hoods, warmers, coffee-urns, service-tables, etc., were installed by Dohrmann Hotel Supply Co., San Francisco, and are made of Monel Metal.*





• *Monel Metal equipment in pantry of Kansas City General Hospital in Kansas City, Mo. Architects: Alonzo H. Gentry Voscamp & Neville, Inc., Kansas City.*



• *Monel Metal food service equipment in special diet kitchen of the Kansas City General Hospital in Kansas City, Mo. Fabricated and installed by Duparquet Range Company of Chicago.*

CEDAR CENTRAL HOUSING PROJECT, CLEVELAND, OHIO
WALTER McCORNACK, ARCHITECT
W. G. CORNELL CO., PLUMBING CONTRACTOR, NEW YORK

BRIDGEPORT BRASS PIPE



Architects interested in low rent housing developments will find Cleveland's Cedar Central Housing Project a fascinating subject for study. Its construction is distinguished by long vision architectural planning and careful engineering. Bridgeport Brass Pipe was specified for the plumbing lines after thorough analysis of water conditions and special construction requirements. As a result three highly desired results were achieved—economical installation, freedom from replacement costs, and trouble-free water service. The full benefits of Bridgeport Brass Pipe are being realized by a fast-growing number of architects.

Bridgeport Copper Water Tube and Bridgeport Arco fittings, because of their economy, are finding even wider applications for plumbing, heating and air-conditioning installations.



"Bridgeport" BRASS CO.

BRIDGEPORT BRASS

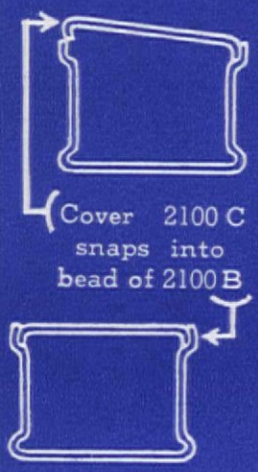
BRIDGEPORT BRASS COMPANY, BRIDGEPORT, CONN. • ESTABLISHED 1865

PREWIRE FOR ALL TIME!
REWIRE FOR LAST TIME!

The Wiremold Company of Hartford, Conn., announces

PLUGMOLD

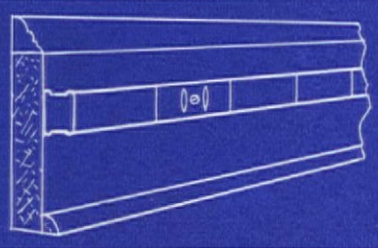
THE WIREMOLD CONTINUOUS OUTLET SYSTEM



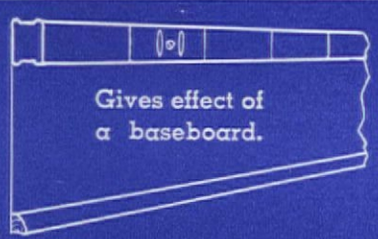
MEETS REQUIREMENTS OF BOTH TENANTS AND OWNERS

1. Install wiring now — add outlets as needed!
2. Pay only for what you need today — no heavy investment for future requirements.
3. When new outlets are needed — install them in a jiffy at small cost.
4. Keep step with progress of electrical service — but pay as you go and save your money.

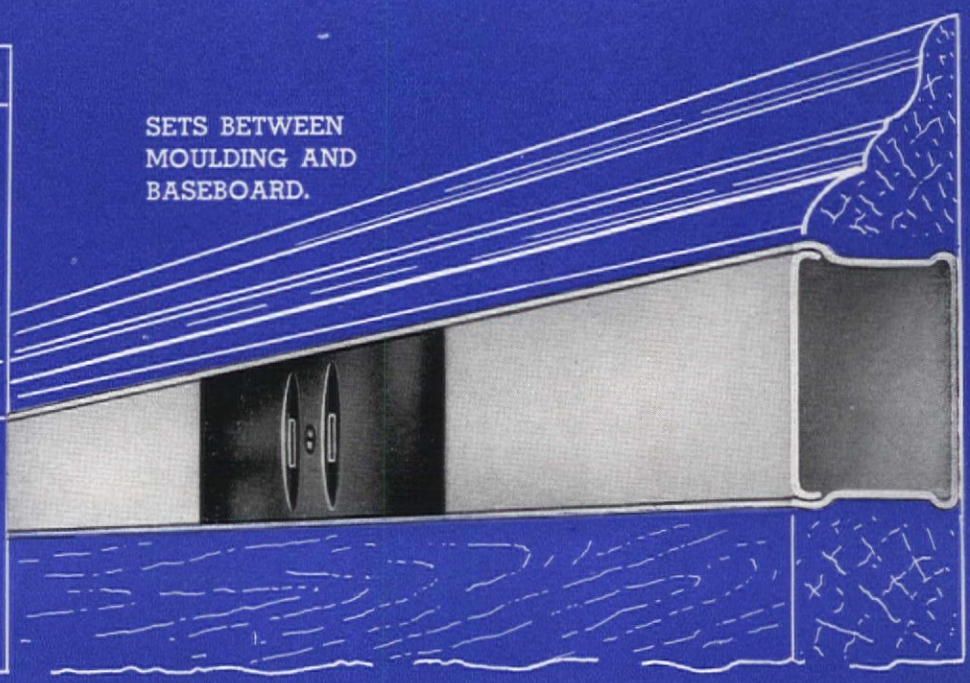
SETS ON FACE OF BASEBOARD



ON SURFACE—BASEBOARD HIGH



SETS BETWEEN MOULDING AND BASEBOARD.



Write to Engineering Department for FREE BLUE PRINTS of Typical Installations

LETTERS

Allen Bares Soul

Forum:

There has been so much curiosity expressed about my past life (principally by the Income Tax department) that something will have to be done about it. Can a nation endure when large sections of the population are walking around saying "Who is this fellow Allen? Phooey!" Certainly it can.

Casting aside all subterfuge and evasion, I admit that at one time I was a fugitive from justice. Draw up your chair, throw another asphalt shingle salesman on the fire and I will tell you all.

When I got out of school and announced my irrevocable intention to practice architecture, a friend pointed out to me quite accurately that an architect who made any money would have to be a magician. Bowing to fate, I apprenticed myself to a magician. This practiced prestidigitator had an act, the feature of which was the illusion in which the magician, aided by his trusty assistant, saws a women in half. Night after night it was my pleasant but delicate task to aid him in converting comely young women into two approximately equal segments. Equal in extent, that is.

That is why I had to kill him. Every morning on my arrival at the theater this ill-starred magician would leer at me and say "Who was that lady I sawed with you last night?" So I shot him like a dog.

When I explained the facts to the coroner's jury they cheered me.

This gives you the background of The Man Allen. But I must apologize. I would not have told you this, only an explanation of my early sufferings for my art will aid you to understand why it is that today I treat clients so tenderly. Time after time I have told my colleagues that brutality in dealing with clients can be carried too far. In Detroit, for instance, when an architect manages to lure a client into his squalid lair he invariably chains the client to a ring in the floor, to prevent his escape.

When will architects learn that such actions can bring only bitter regret and a squad car? My method is kindness itself. When a client enters my superbly decorated salon (one "o," printers) I merely hurl myself on him, remove his shoes and then scatter carpet tacks between him and the door. I then offer him some views of my buildings: generally he refuses, stating that he has his own views of my buildings. Thus the ice is broken and a friendship that soon blossoms into complete apathy is in full swing.

In dealing with salesmen my technique is based on my reading of Mr. Dale Carnegie's "How to Win Friends and Influence People." Mr. Carnegie says that the way to make friends with a man is to let him do you a favor. This is absolutely correct. So when a salesman comes into my office, before he can get out a word I exclaim cordially, "Lemme take two bucks." I can't tell you how long it is since I've seen the same salesman twice.

I would not have bared my soul in public like this had I not felt that perhaps a more general adoption of my methods might make this a better place in which to live. Perhaps it will lead to an abandonment of the cruel custom whereby one architect wears a fright wig so that when he looks at another architect's job, in company with the other architect, he can pull a string and his hair stands on end. Tsk, tsk, tsk!

ROGER ALLEN

Grand Rapids, Mich.

Wagner Act

Forum:

. . . Your discussion of the U.S. Housing Act of 1937 is the best one I have seen in any periodical publication to date. It is particularly interesting because it contains intelligent comments about the possibilities for action under the various provisions of the bill. I am listing a few criticisms below because I know you will welcome them in the interest of accuracy. You understand, of course, that either THE FORUM's or our interpretation of the act must be based solely upon the text of the act and that such interpretations may be somewhat invalidated by administrative rulings that are expected after the U.S. Authority has been set up.

On page 2, under the heading "Loans," you state that loans may run as high as 90 per cent of the development cost of the project. This is not strictly true except in a case of projects involving either Federal capital grant or an annual contribution. In cases where no subsidy is requested loans might be extended for 100 per cent of the project cost.

Again, under the heading of "Loans," your statement that the local government must put up the other 10 per cent of the development cost, might lead some readers to believe that this other 10 per cent would have to be given by the local government.

On the last page, under the heading "Local Authority," your discussion of the issuance of bonds by the local authority might serve to dispel this idea of local contribution of 10 per cent, but in your discussion of bonding, you state that the bonds of the local authority would have to constitute a lien junior to the annual interest on the Federal loan. I do not believe that this last statement is correct. The bill, as passed, provided that the bonds of the U.S. Housing Authority might be secured in such manner as deemed advisable by the Authority. Therefore, the Authority could make its securities subordinate to those of a local housing authority when it so chose. . . .

I question somewhat the inference in the section headed "Small Change" on the last page. You infer that if the local authority deemed it advisable to demolish the same number of living units as it erected, the owner would be allowed "to get out from under." Whether or not the tenement owner benefits would depend largely upon the way in which demolition were done. If a local authority actually purchased tenement house property as a site for a new project, it is likely that the prices paid would be fair or more than fair. On the other hand, if a city were stimulated to embark upon a real campaign of demolition on condemnation order, owners of buildings which constitute a definite hazard would receive no compensation for their buildings. Personally, I hope that the latter method will be used in the future much more than it has in the past. . . .

EDMOND H. HOBEN,
Assistant Director
National Association of Housing Officials
Chicago, Ill.

The ambiguous Section 9 states: "The Authority may make loans to public housing agencies to assist the development, acquisition, or administration of low-rent-housing or slum-clearance projects by such agencies. Where capital grants are made pursuant to Section 11, the total amount of such loans outstanding on any one project and in which the Authority participates shall not exceed the development or acquisition cost of such project less all such capital grants, but in no event shall said loans exceed 90 per centum of such cost. In the case of annual contributions in assistance of low rentals as provided in Section 10, the total of such loans outstanding on any one project and in which the Authority participates shall not exceed 90 per centum of the development or acquisition cost of such project."—ED.

Forum:

. . . We do not hesitate to tell you unreservedly that your analysis was the clearest one of many that we have received and was of great interest to all of our organization.

FRED W. EHRLICH, *Chairman*
State of New Jersey Housing Authority
Newark, N. J.

(Continued on page 140)

RIA'S NEW POST OFFICE
Building from the Boiler up"

tograph and description of placing boilers through the courtesy of the ORIA JOURNAL-TRANSCRIPT Peoria, Illinois

he new United States Post fice at Peoria will be heated th 3 Kewanee Smokeless ilers weighing 16,600 pounds h, with a rated capacity of ,500 square feet . . . approxiately 25 tons of Steel Kewanee ilers.

Each of the three boilers was ought to the edge of the excation by truck. A crane with 'Caterpillar" tread moved up incline toward the boiler and ted it from the truck. Note at the crane was kept as nearly rpendicular as possible to prent the weight of the boiler om overbalancing the hoistg crane.

The boilers were then swung wards their previously prered concrete bases and placed the sand floor . . . the crane en moved to a new position ar the boiler. By repeating this peration several times the ilers were safely moved a disnce of about 100 feet.



1,323 UNITED STATES POST OFFICES and other Treasury Department Buildings are heated by 1,583 KEWANEE STEEL BOILERS

● When Uncle Sam specifies mechanical equipment he has the benefit of the brains and experience of the greatest engineering staff ever assembled. The substantial percentage of all Government-owned post office buildings that are heated with Kewanee Boilers indicates their ability to provide dependable heat at low cost.

Of the various Government Owned Post Offices mentioned in a recent article appearing in a prominent Architectural Publication, the following 7 are heated with Kewanee Boilers.

U. S. Post Office, LIBERAL, KANSAS
U. S. Post Office, SO. PASADENA, CALIF.
U. S. Post Office, WILMINGTON, N. C.
U. S. Post Office, KERRVILLE, TEXAS
U. S. Post Office, SANTA BARBARA, CALIF.
U. S. Post Office, BLACKFOOT, IDAHO
U. S. Post Office, GARY, INDIANA

KEWANEE BOILER CORPORATION KEWANEE ILLINOIS
Eastern District Office: 37 West 39th Street, New York City
BRANCHES IN 61 CITIES
division American Radiator & Standard Sanitary Corporation

"WE ARCHITECTS MUST 'KEEP UP' WITH NEW PAINT DEVELOPMENTS"

SAYS ELY JACQUES KAHN, F. A. I. A.

Chairman of the Board, Beaux Arts Institute of Design; Chairman Allied Arts Committee A. I. A.; Past V. P. Architectural League of N. Y.; Architecte Diplome par le Gouvernement Français.

"IN PLANNING A BUILDING, architects must necessarily consider paint developments as well as other new construction materials. In my office, we are constantly looking for finishes that will stay true in color—that will stand up under weather so as not to mar or clash with carefully designed details.

"We all realize now that paint development is a problem of chemistry. I congratulate the noted chemist, Dr. J. S. Long—Devoe Research Director—for his work in developing a really modern exterior coating.

"Dr. Long's 2-Coat System is as much of an improvement over former painting practice as is the insulated electric refrigerator over the old-fashioned ice box. Besides protective advantages, the system introduces a saving in time and money which should please many men in the architectural profession."



ELY JACQUES KAHN, architect for many New York skyscrapers, among which are Squibb Building, Two Park Avenue, 253-1441-1450 Broadway, 530-550 7th Avenue, 120 Wall Street, Richard Hudnut Building, U. S. Appraisers Stores.



DR. J. S. LONG—a recognized authority on paint and oils—Director of Research for Devoe & Raynolds Laboratories.

ARCHITECTS CONGRATULATE DEVOE FOR MOST MODERN PAINT DEVELOPMENT

"FOR OVER FOUR YEARS," says Devoe's Dr. J. S. Long, "we've worked in one of the finest laboratories in the entire paint industry. In developing the Devoe 2-Coat System, we have proved a point—paint problems can best be solved by chemistry."

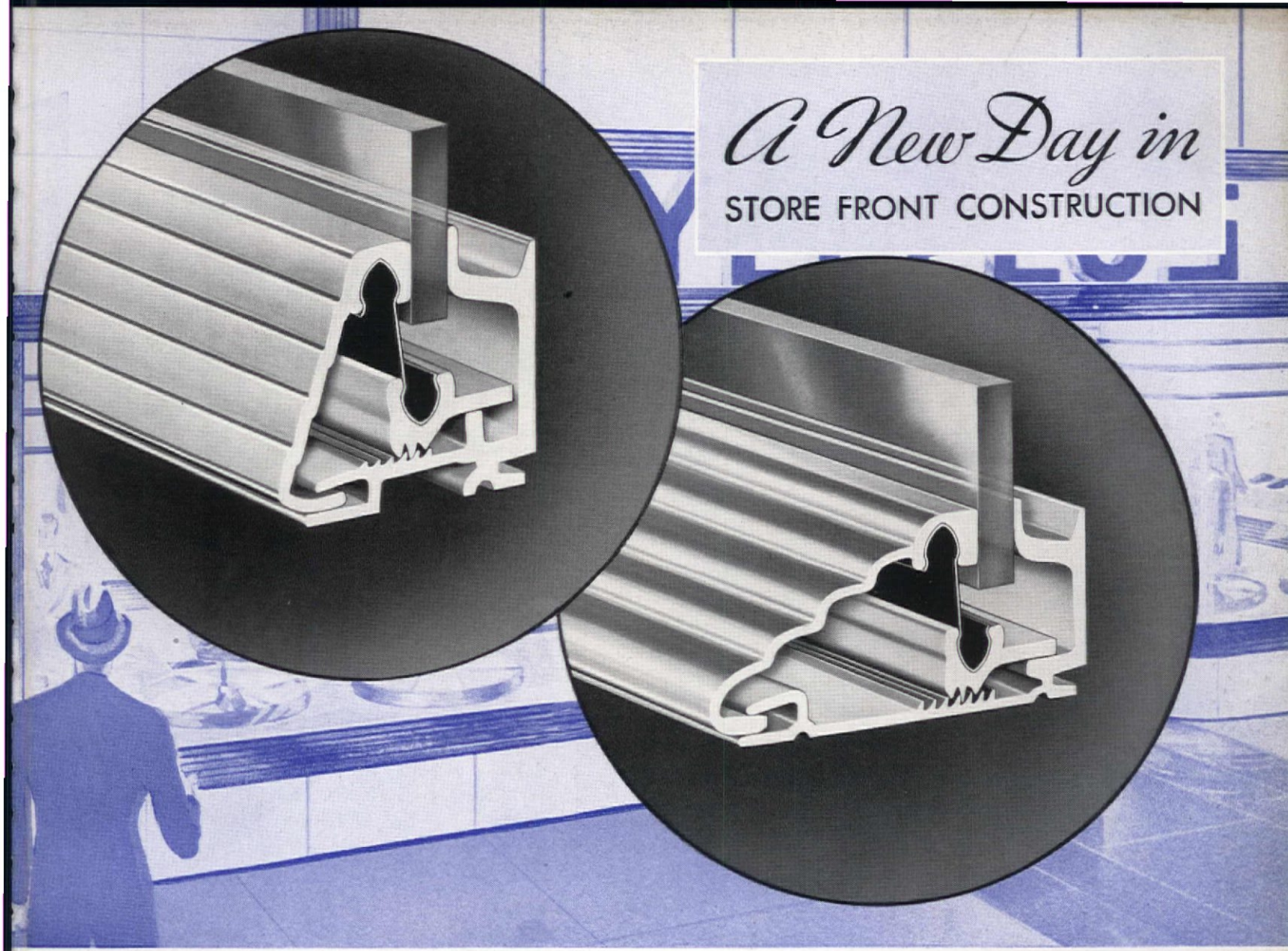
Dr. Long's new system specifies not three coats of the same paint, but *two different* paints. One seals wood surfaces or old paint films; the other, on top, combats wear and weather. Together, they defy checking, cracking, peeling, fading—outlast average exterior paints 2 to 1.



COMPETENT paint specialists and technicians assist Dr. Long in his researches at the big, modern Devoe & Raynolds Laboratories.

Specify Devoe on *your* job. Retain the beauty of your designs—get a better job done more quickly. Devoe & Raynolds Company, Inc., New York, N. Y.

The 2-Coat System is described in Catalog 18, Section 16, of Sweet's Architectural Catalog for 1937.



LIBBEY • OWENS • FORD ANNOUNCES

EXTRUDALITE

METAL STORE FRONT CONSTRUCTION

Featuring the Pressure-Controlled
Shock-Absorbing Sash

Extrudalite is a fundamentally new principle of store front construction and design offering outstanding advantages hitherto unobtainable. Extrudalite's patented sash construction definitely minimizes plate glass breakage.

All pressure contacts between metal and glass are automatically controlled to a predetermined degree and constant pressure is maintained through spring cushioning. Complete information will be furnished on request.

LIBBEY • OWENS • FORD GLASS COMPANY *Toledo, Ohio*

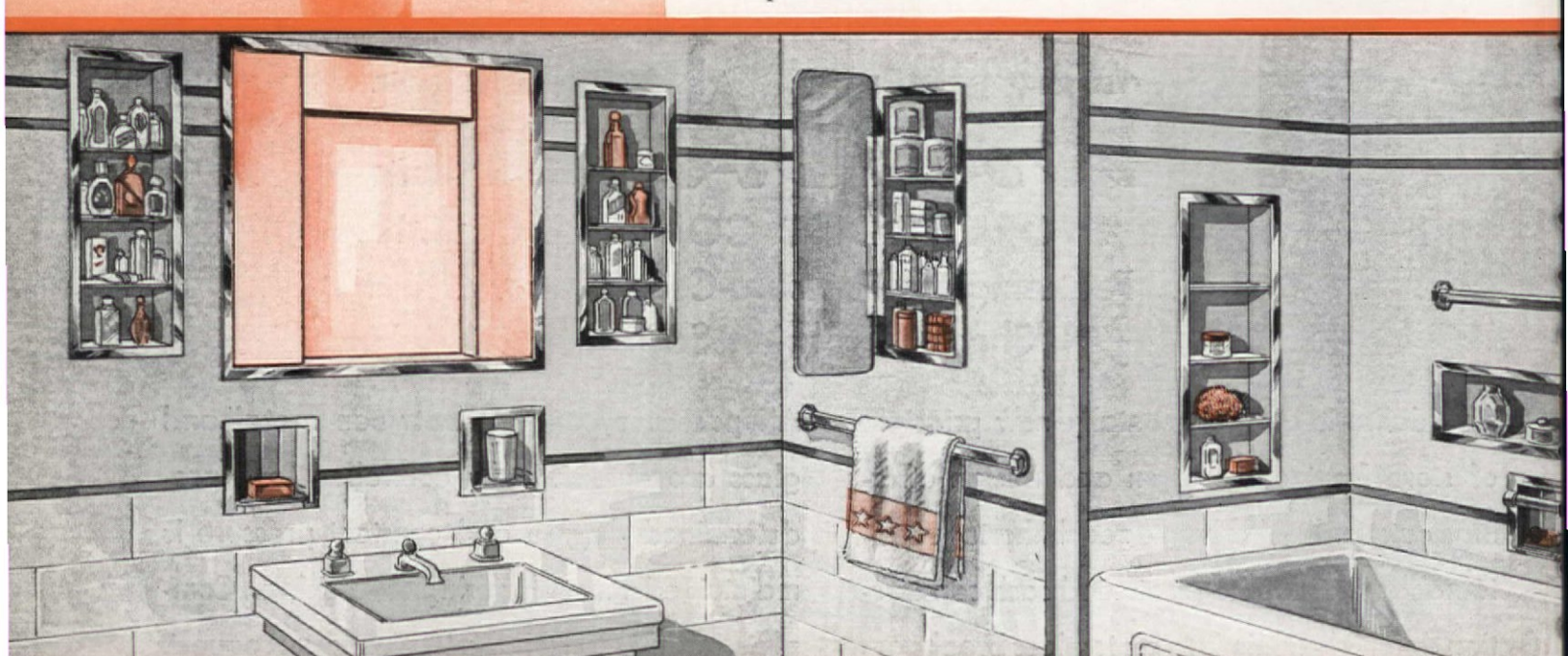


Glorify YOUR BATHROOMS · · MAKE THEM *Really Complete with* MIAMI CABINETS *and* COMBINATION UNITS

Architects and builders long have recognized the inadequacy of standard bathroom cabinets and accessories which make no provision for the numerous odds and ends the housewife likes to keep in the bathroom. To overcome this deficiency . . . to provide an orderly place for every bathroom essential . . . to add new beauty and convenience . . . MIAMI CABINET ENSEMBLES were created.

Miami Cabinets are produced in Combination Units, in various shapes and sizes, to conform to individual bathroom architecture and the family needs. With Miami Units, you may supply a large cabinet for husband and wife; individual cabinets for children; unit for sponge, brush, bath salts and other supplies handy for the bather; a towel storage cabinet . . . all in delightful harmony and in sizes that make efficient use of wall space and beautify the bathroom.

Miami Cabinets and Accessories provide the utmost in bathroom beauty, harmony and luxury. Miami designers work in close cooperation with architects and builders to insure the best architectural results and the satisfaction of the property owner. See our Catalog in Sweets. Write for specifications.



"DuBarry" Ensemble, consisting of center unit with concealed lighting. Rose (flesh) colored mirrors. No. 900 side cabinets, lined with regular silver mirrors, or color to match center cabinet. Over lavatory: No. 6000 soap holder and No. 6001 tumbler holder.

No. 901 side cabinet with mirror-front door, chromium plated frame. No. 5002 towel bar, chromium plated.

Over end of tub — No. 900 cabinet. Over side tub — No. 6004 soap dish and grab bar; No. mirror-lined, recess shelf; No. 5004 chromium p towel bar.

THE MIAMI CABINET DIVISION

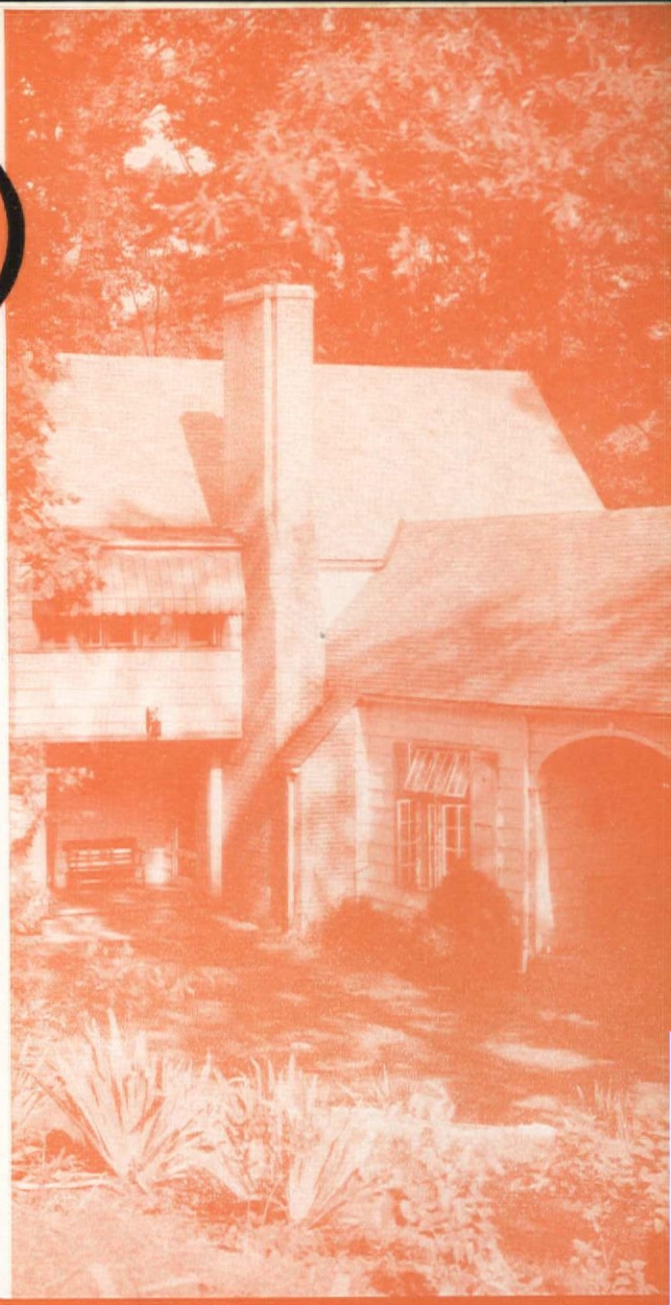
THE PHILIP CAREY COMPANY

MIDDLETOWN, OHIO

Bathroom Cabinet Specialists

FOR OVER 16 YEARS

NEW HOMES • • •
MODERNIZED HOMES
Made Complete
With these
Carey PRODUCTS



Architects and Builders find these modern, dependable Carey Products add to the beauty, comfort and permanence of homes —give the home owner better values for his money. Through savings effected in the reduction of upkeep costs and fuel consumption, these building products are rapidly gaining widespread popularity.

In the development of these and other products which give extra service and better performance, Carey Research is providing Architects and Builders with new ways of building better homes—of giving greater values.

For further information, see the Carey Catalog in Sweets or write for samples and full details.

Other Carey Products Include:

Insulations for Heating Systems and Air Conditioning Ducts; Built-up Roofing; Corrugated Asbestos Roofing and Siding; Preformed Asphalt Plank and Flooring; Roof Coatings.



1 CAREY CORK-INSULATED SHINGLES

This is The Shingle with outside mineral surface for weather protection; cork underside for roof insulation. Reduces heat losses in winter; saves fuel. Makes the home cooler in summer. Ceramic granule colors for non-fading roof beauty. Maximum asphaltic saturation for longer roof life. Approved by Underwriter's Laboratories.

SPECIFY FOR THESE CONDITIONS:

(1) New Homes in which standard roof insulation is not provided. (2) New Homes where additional roof insulation is desirable. (3) Low-cost modernization of old homes.



2 CAREY ROCKTEX HOME INSULATION

Provides highest efficiency in home insulation at low cost. Installed 4 inches thick in walls or roof, it equals a 59-inch solid brick wall in stopping flow of heat. Available in bat, wool and granulated forms, to meet installation requirements in new or old homes.



3 CAREYSTONE ASBESTOS-CEMENT SIDING

For new home construction and old home modernization, this modern Carey product has proved the soundest investment. Provides fireproof and weather-proof protection, enduring beauty, lifetime freedom from painting and repair costs.

4 CAREYSTONE ASBESTOS-CEMENT SHINGLES

Incorporate the same outstanding advantages as Careystone Siding. Will not warp, curl, rot or burn. Available in the new staggered butt or waveline, in units of five shingles, each with individual wood-grain texture and beauty.

Dependable Products
SINCE 1873

THE PHILIP CAREY COMPANY
LOCKLAND • CINCINNATI, OHIO
BRANCHES IN PRINCIPAL CITIES



Luscious Lips

DEPEND ON STEEL

Every year the women of America demand 327 tons of steel for their lipstick holders, as well as thousands of tons for their hairpins, bobby pins, dress hooks, snaps and zippers. The average woman carries on her person 89 pieces of steel, the average man 110.

Stop for a moment and you'll realize that actually all phases of your life and luxury depend today on *steel.* Without steel there would be no newspapers, no heat in buildings, no automobiles, no movies, no machinery, no telephones, no electric lights. *Without steel there would be no civilization.*

For its thousands of uses there are hundreds of kinds of steel, many of them developed here at Youngstown for the special purposes they must serve. Youngstown has poured millions into research, to find better steels, to better serve expanding human needs. This research has developed scores of new products, created thousands of jobs and made many of the articles you use last longer, cost less and serve you better. This research is continuing -- we like to think of it as our contribution toward more widespread comfort, safety, security.

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Manufacturers of Carbon and Alloy Steels

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QUALITY YOUNGSTOWN SERVICE

YOUNGSTOWN



IT'S NEW! IT'S DIFFERENT

It's the New FA TRADE MARK "DUBLBRAK" CIRCUIT BREAKER

For 125 Volt AC or DC Service . . . 6 to 50 Ampere

Here's the new (FA) thermal Circuit Breaker . . . made exclusively by Frank Adam . . . incorporating positive, double break contacts, with low-arcing, quick-make and quick-break action.

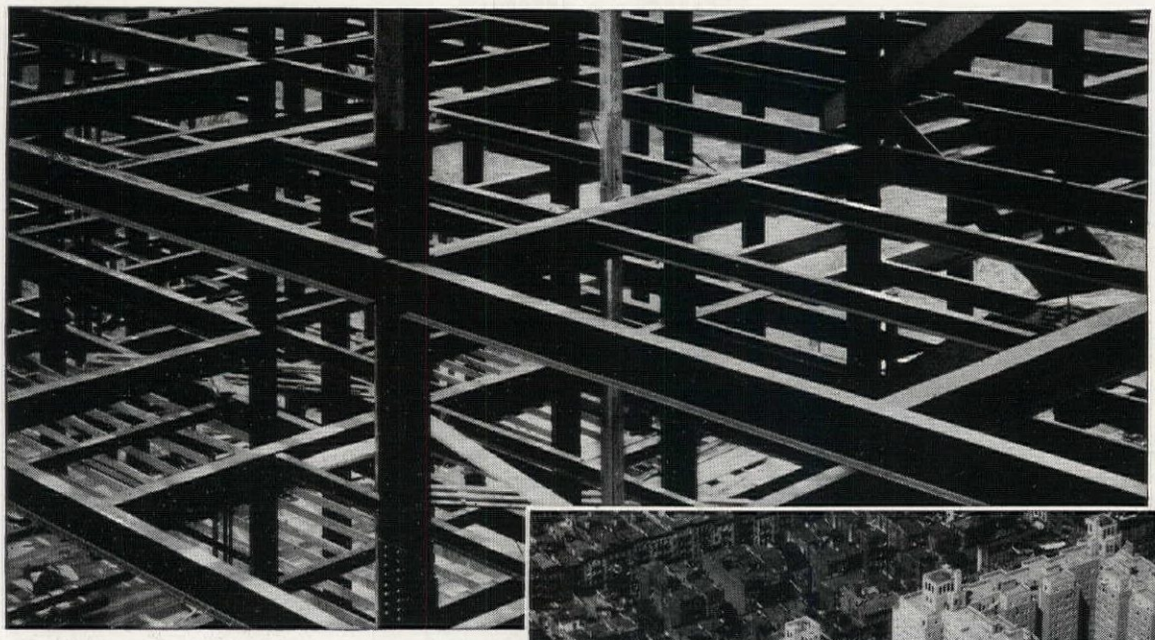
Entirely new design assures automatic interruption of sustained overload or short circuit . . . Trip-free, non-closeable on overload or short circuit.

Approved by Underwriters' Laboratories for both AC and DC Service . . . Available January 1, 1938 . . . Write for details.

When circuit is automatically interrupted, the red-dot signal button pushes out beyond the face of the unit and the handle remains at the "ON" position and indicates the tripped condition . . . To restore service it is only necessary to move the handle to the full "OFF" position and then to the "ON" position.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

Basis OF DESIGN FOR ECONOMY



where live loads are light



Knickerbocker Village, in New York City. John S. Van Wart, *Architect;* Alexander D. Crosett, *Engineer;* Fred F. French Company, *General Contractors;* Harris Structural Steel Company, *Fabricators.*

WHEREVER live load ratings are relatively low, Bethlehem Light Sections open the way to definite economies in the use of steel in floor construction. A typical example of their effective use is found in the floor beams of Knickerbocker Village in New York. In this installation their strength and dimensions made it possible to keep floor slabs within economical limits and materially reduce the total tonnage of steel.

Bethlehem Light Sections were developed to supplement the familiar Wide-Flange Sections and to be used wherever loads do not utilize the full capacity of regular heavy sections of depth called for by the span. They are rolled of the same grade of steel and to essentially the same shapes as Wide-Flange Sections, with ample thickness of metal in web and flange to comply with all building code requirements. In addition to their use as floor beams, Light Sections are used effectively as columns in upper stories, as struts between columns and as purlins in roof construction.

Complete data and the advice of Bethlehem engineers on the most efficient and economical use of Bethlehem Light Sections are always available to interested architects.

BETHLEHEM STEEL COMPANY

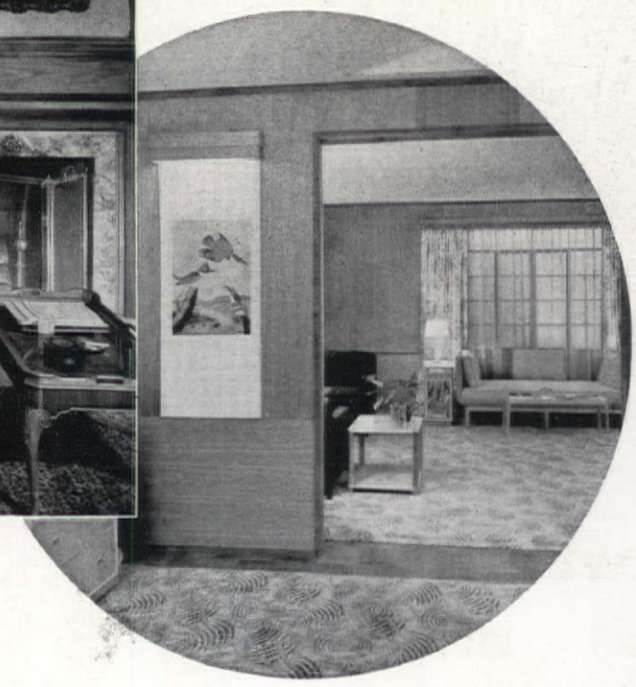
BETHLEHEM STEEL

WALNUT

The Preferred Wood in Modern or Traditional

AMERICAN WALNUT





Valuable information on the use of Walnut in home treatment—full color reproductions of many distinctive figures now available are contained in the new booklet "Walnut in the Art of Gracious Living"—a copy will be sent to Architects on request.

The old masters of furniture design found in Walnut the inspiration for many of their most beautiful creations. Today's modern designers recognize in Walnut the ideal wood for expressing the trend toward functionalism and utility. Walnut never tires—is never out-dated. Its varying pattern of rich browns and creamy tans will create an air of sumptuous richness in the traditional paneled library; but its interesting variety of pattern in the new finishes is just as suitable in today's modern, sunny apartment.

Walnut offers to the architect a most distinctive medium for expressing the individuality of his design—to the homeowner the lifelong satisfaction of a beautiful home as well as an easy solution to the problem of maintenance.

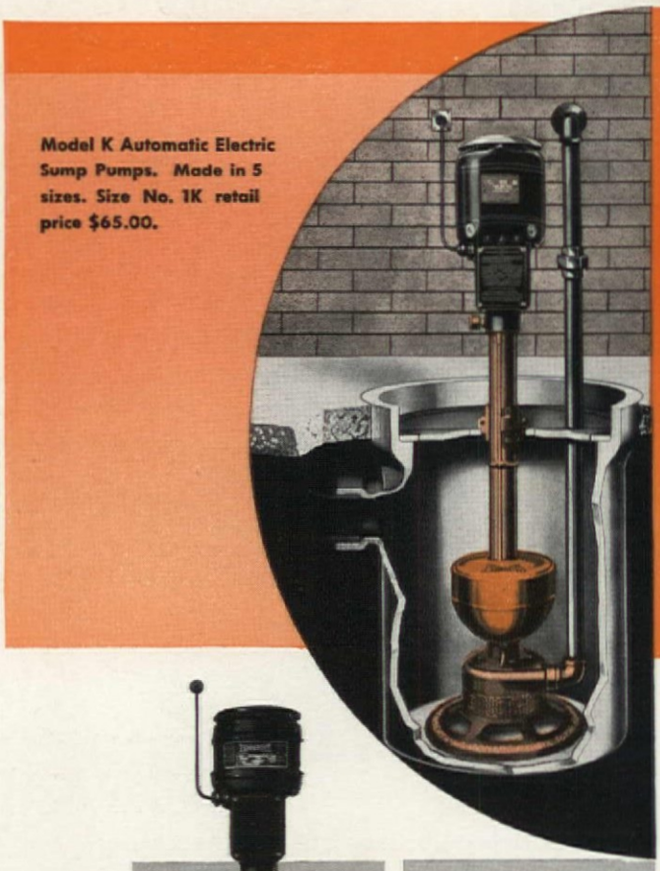
AMERICAN WALNUT MANUFACTURERS ASSOCIATION

616 SOUTH MICHIGAN AVENUE • CHICAGO, ILLINOIS

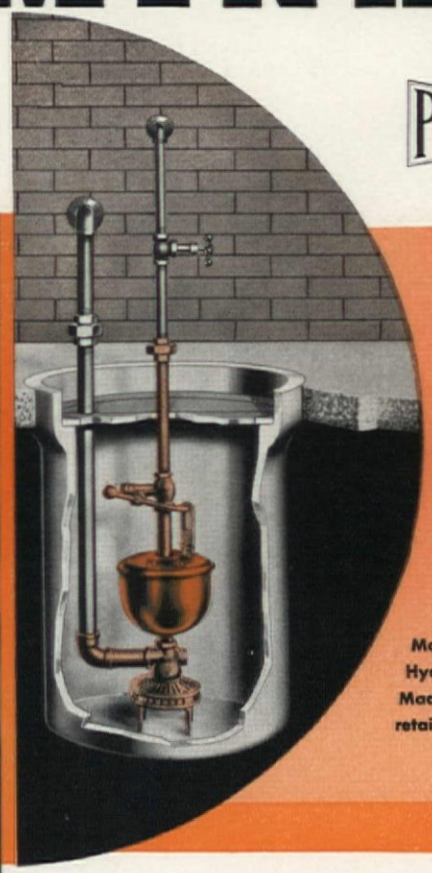
Why Penberthy Pumps PREDOMINATE

wherever seepage water must be removed

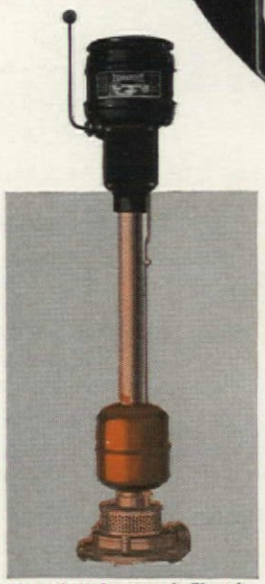
PENBERTHY PRODUCTS



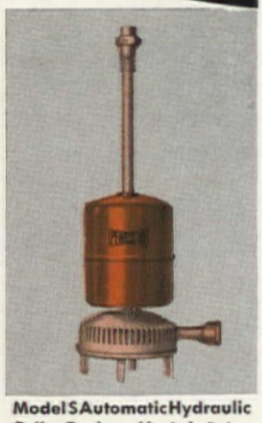
Model K Automatic Electric Sump Pumps. Made in 5 sizes. Size No. 1K retail price $65.00.



Models R and L Automatic Hydraulic Cellar Drainers. Made in 5 sizes. Size 1R retail price $25.00.



Model 36 Automatic Electric Sump Pump. Made in 1 size only. Retail price $39.50.



Model S Automatic Hydraulic Cellar Drainer. Made in 1 size only. Retail price $14.50.

PENBERTHY PUMPS are so universally used wherever seepage water accumulates because they have invariably demonstrated their superiority in this service. Their outstanding performance is grounded in their simple and rugged design, their careful workmanship, and the fact that they are built of copper and bronze throughout.

Leading jobbers throughout the country stock Penberthy Automatic Electric Sump Pumps and Penberthy Water Operated Cellar Drainers.

All prices are f. o. b. Detroit

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Manufacturers of Quality Products Since 1886

CANADIAN PLANT, WINDSOR, ONT. DETROIT, MICHIGAN





RAIN—"CRACK" DETECTIVE SHOWS UP BASEMENT WEAKNESS

Put yourself in the home owner's place. Nothing burns him up like bragging on his prize rumpus room, only to find rain running rivulets across the floor on guest night. Protect yourself. Specify BONDEX, that world-famous waterproof finish that actually *bonds* with the wall, sealing out water, sealing in beauty. 16 attractive colors and white, and the cost is decidedly low.

BONDEX, below stairs, is something to really brag about and there's no disappointment—no come-back. The truly modern home has a basement waterproofed with BONDEX—known the world over as "the paint eternal."

Bondex for Exteriors

Because of its many advantages, BONDEX is taking the place of all other finishes for stucco and masonry homes, hotels, apartments, office and industrial buildings. *Send for illustrated* BONDEX *folder.*



THE REARDON CO.
St. Louis · Chicago · Los Angeles

BONDEX
WATERPROOF CEMENT PAINT

High Costs Blamed for Retarding Building Boom

●

Condition Reveals Real Economy of Powder Casein Paint

Economists, confronted with early returns on individual dwelling construction in 1937, find that the figures fall short of anticipated high marks. Analyzing the reasons, these experts have placed the blame on building costs which have increased all out of proportion to the income increases of prospective home owners.

In critical analysis of every material entering into construction, architects, contractors, and painting craftsmen have swung over to certain products which meet required specifications, yet offer sizeable savings on the job.

The rapidly growing popularity of casein paints is unquestioned, but when used in *paste* form such non-essentials as water and expensive lead-lined containers have seriously curtailed their economy. On the other hand, Reardon's MODEX, the powder casein paint, has won a ready acceptance, both for its 25% to 40% economy in actual use, and for the high light reflectivity of the finished surface.

Truly, the old adage, "Necessity is the mother of invention" has been again proved true. The necessity of cutting costs has influenced hundreds who otherwise might have clung to the expensive habit of using paste casein paints and other type paints.

Kalsomine No Longer Cheapest Finish

Once thought to be the standard low cost, temporary finish, ordinary kalsomines have been counted out of the picture, by that amazing product Reardon's Washable Kalsomine (R.W.K.). Not only does R.W.K. give permanent beauty to walls and ceilings, it is self-sizing and washable, and gives a perfect one-coat hide. R.W.K. actually goes twice as far, so costs no more than common kalsomine. In the interests of building economy, cost experience with R. W. K. should be investigated. The Reardon Company has files of such evidence readily available.

120A



And that's not such a splurge of generosity as it seems at first thought. After all, when you're betting on a sure thing, with no chance to lose, it's not big hearted to back your product with a money-back guarantee.

You see Reardon's MODEX Casein Paint *in powder* form has turned in such remarkable economy performance—has won such a splendid reputation for lovely, low cost decoration, that we know we're safe in making this offer.

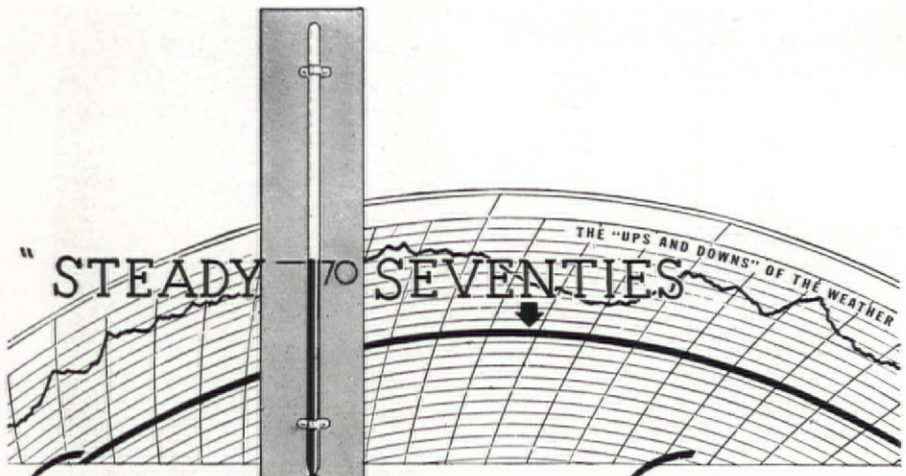
When you're planning on using casein paint on a job, try a 5 lb. package of MODEX, enough for any 9 x 12 putty-coat plaster room. Keep accurate figures on the cost of material. If, when you've completed the room, the savings in material cost over *Paste* Casein Paint, *are not 25% to 40% greater,* then simply return the receipted bill for the MODEX purchased and your money will be refunded on the spot.

The reason MODEX is so economical is that it is casein paint reduced to the essentials—Powder—comes in inexpensive containers, and there is *no water* to pay for. Write today for complete information about MODEX and color cards.



THE REARDON CO.
St. Louis · Chicago · Los Angeles

MODEX
CASEIN PAINT IN POWDER FORM



Sub atmospheric Steam

• • • MEETS THE CHANGING CONDITIONS OF WEATHER BY CONTINUOUSLY CIRCULATING STEAM AT TEMPERATURES CORRESPONDING TO THE VARIABLE RANGE OF PRESSURES ABOVE AND BELOW ATMOSPHERE

HEATING

DUNHAM Differential HEATING

The experience of any winter demonstrates the sound superiority of DUNHAM SUB-ATMOSPHERIC STEAM HEATING, for although "base temperatures" are occasionally reached during cold "snaps," 95% of average winter weather is thirty to forty degrees above that point... too mild for the heat output of pressure steam... too cold for no heat. This condition is ideally met through DUNHAM DIFFERENTIAL HEATING with its utilization of the variable temperatures of Sub-atmospheric steam.

The maintenance of "Steady-Seventies" room temperature during mild "spells" as well as cold "snaps" is but one important value of Dunham Sub-atmospheric Steam Heating. Another... important to the financial success of the building... is the fact that a hitherto unattainable degree of economy becomes a daily commonplace in all weathers.

Steady-Seventies for the larger project under full-automatic control—may be approximated for the moderate size building under manual control. Steady-Seventies for buildings already operating—may be secured without replacing steam source, piping or radiation.

"Cool Steam," an interesting brochure on Sub-atmospheric steam, is the first step towards "Steady-Seventies." May we send it?

Consult the Architect for good design and the Consulting Engineer for mechanical equipment.

Over 80 Sales Engineers in the United States, Canada and the United Kingdom bring "Dunham Heating Service" as close as your telephone. Consult your classified telephone directory for the address in your city.



C. A. DUNHAM COMPANY

450 EAST OHIO STREET, CHICAGO

FORUM OF EVENTS

(Continued from page 22)

tion, which in time developed a type of designer at once familiar with the mechanical requirements of machine production and trained in the basic laws of design. With these theories, Moholy, as Gropius' closest associate, is thoroughly familiar and sympathetic. And, finally, Gropius made that great further step of winning the support of industry which brought into mass production many of the Bauhaus designs.

Moholy was originally called to the Bauhaus because of his paintings and sculpture. Under his supervision were the preliminary course, the metallurgical classes. Then and since he delved deeply into typography, layouts (he deserves much of the credit for *The Architectural Review's* exciting layouts), light displays and stage sets (his work includes the special lighting effects in H. G. Wells' "A Glimpse of Things to Come"), cinema (his "Lobsters" was chosen among the best ten films of the year).

For the first year, it is planned to offer instruction in a "Basic Design Workshop," in "Analytical and Constructive Drawing," in "Scientific Subjects." Here the student will learn to handle wood, paper, plastics, rubber, cork, plywood, leather textiles, metal, glass, clay, plasticine, plaster, and stone; here he will learn geometry, physics, chemistry, mathematics, economics, anatomy, and the comparative history of art; here he will study biotechnique (the system of conscious invention), psychotechnique (ability testing), biology, psychology, philosophy, literature, music, printing, light.

The student will be a high school graduate, who must proffer examples of his own work, and will be able to stay only if he passes an examination at the end of the first year. As scholarships are subscribed, he will come directly from shops. He will pay, for a year, $325, which will cover tuition, registration, locker, and workshop materials.

Thus, to the Midwest, comes another cultural agency for art and industry and that relatively unmapped zone where art and industry breathe the same air. Nor need observers wait to eat the New Bauhaus pudding in order to prove it. It was proved a decade ago, is still fresh and succulent.

PEOPLE

LAST month *The New York Law Journal* published a ruling handed down by New York's Appellate Division stipulating that artists must pay a sales tax not only on the complete sale of each work but also on the

(Continued on page 84)

CHICAGO BUILDER

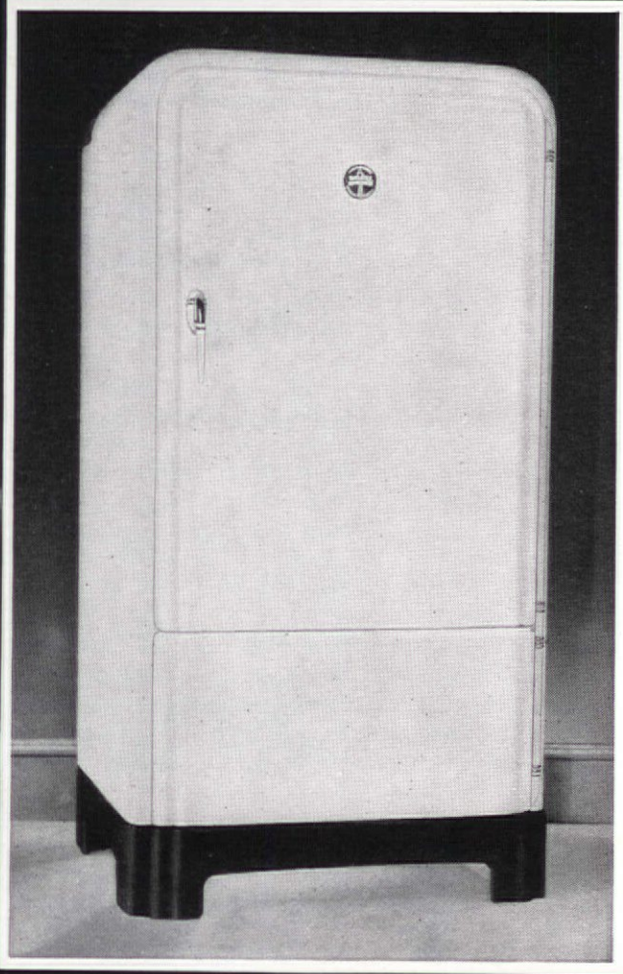
Tests all types.. chooses

SERVEL ELECTROLUX

FOR ITS PERMANENT SILENCE AND LOW MAINTENANCE COST



Mr. Guy Cubley, well-known builder and owner of the modern apartment structure at 4527 North Lincoln St., Chicago, Ill., who tells why he has been "concentrating on Servel Electrolux" refrigerators for his various properties.



WILL this refrigerator satisfy my tenants? Will it give me the lowest possible maintenance cost?

These two questions confront every builder or owner, influencing to a considerable degree the rentability and profit of his properties. And, today, hundreds of experienced builders know that Servel Electrolux is right on both counts.

For example, Guy Cubley, of Chicago, Illinois, writes:

"As a builder, I have had to study refrigeration. After testing every type, I am convinced that gas refrigeration is best from every point of view. I have been concentrating on Servel Electrolux for the past three years. They have given low operating cost, complete satisfaction, and are as good as new. My tenants like the silent, dependable refrigeration that Servel Electrolux offers."

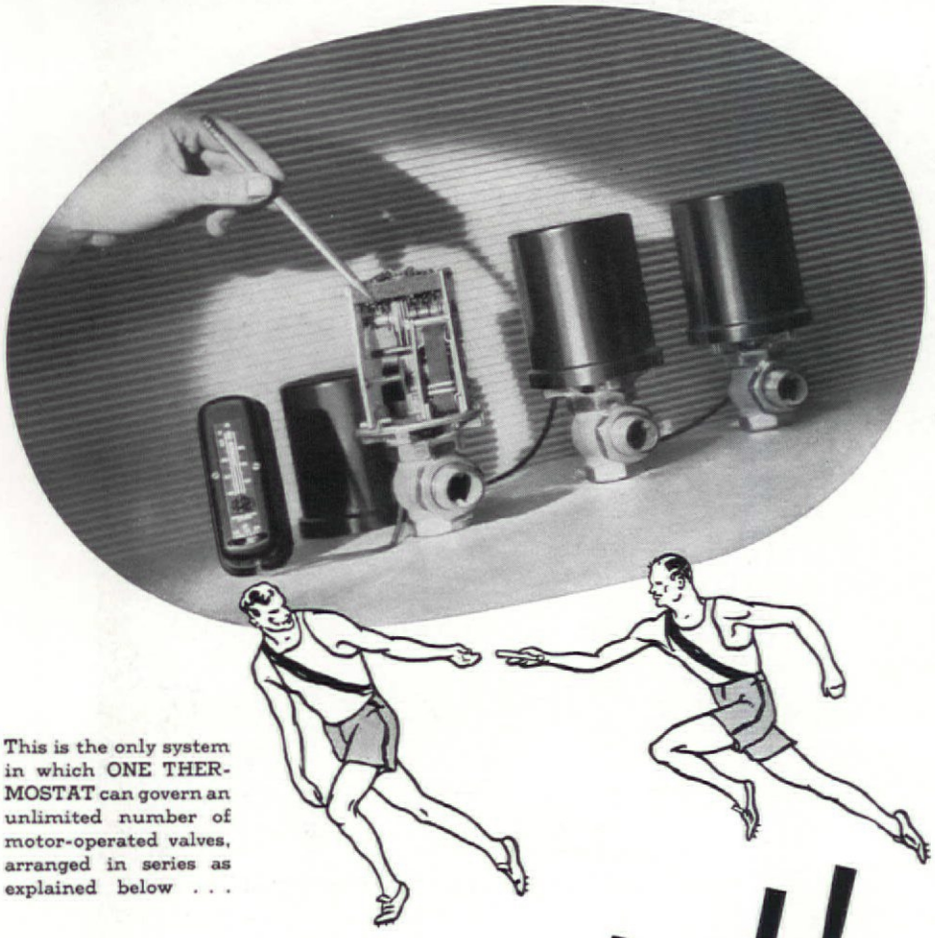
Servel Electrolux provides the utmost in satisfaction and economy because there are no moving parts in the entire freezing system. Nothing to wear, nothing to make a noise, nothing to cause costly upkeep—now or years from now.

Call today at the showroom of your gas company and see this really different, really efficient refrigerator. Servel, Inc., Servel Electrolux Sales Division, Evansville, Indiana.

EXPERIENCED BUILDERS SPECIFY SERVEL ELECTROLUX

THE GAS REFRIGERATOR

ORIGINATED AND PATENTED BY BARBER-COLMAN



This is the only system in which ONE THERMOSTAT can govern an unlimited number of motor-operated valves, arranged in series as explained below . . .

Unlimited!

CONTROL SIGNAL PASSED FROM VALVE TO VALVE . . .

● For thermostatic control of a group of positive motor-operated valves from a single instrument . . . which is often required, for instance, where a large room is heated by a number of radiators . . . the Barber-Colman System controls, direct from the thermostat, only the *first* valve in the series. The control signal is *passed* to the next valve by auxiliary switches in the motor-operator . . . continuing, in succession, until all valves have responded. In this way, the thermostat contacts carry only a minimum of current . . . yet can control *any number* of valves in a series.

● Auxiliary switches for controlling succeeding apparatus are an EXCLUSIVE feature of Barber-Colman Motor-Operated Valves and are among the many reasons why the Barber-Colman *Electric* System of Temperature and Humidity Control has been widely accepted by architects, heating engineers, building managers, and residence owners. This system has been proved to be the most effective means of obtaining dependable, accurate, automatic control of heating, ventilating, cooling, and air conditioning installations of all types and sizes. Write for descriptive literature.

BARBER-COLMAN COMPANY · ROCKFORD, ILL.

FORUM OF EVENTS

(Continued from page 82)

PEOPLE—Continued

use of a picture by a publisher for reproduction purposes. Promptly Artist **Neysa McMein** (see cut, below), who adopted her name on advice of an astrologer, spoke out: "This is . . . most outrageous . . . utterly unfair . . . discriminatory . . . picayunish."



Artist McMein *C. E. Haggett*

She and Illustrator Arthur William Brown engaged a lawyer to fight the ruling on behalf of the Society of Illustrators.



Architect Ludlow *Richard D. Hudson*

A suggestion aiming to clothe the work of the architect in greater dignity sprang last month from the office of Architect **William Orr Ludlow** (see cut, above). Opined Architect Ludlow, chairman of the A. I. A.'s

(Continued on page 86)

A FORTUNATE CHOICE

FOR COMMERCIAL INTERIORS

SILVURN

Lighting



Architects and Building Owners who specify *Silvurn* for appropriate Commercial applications help their clients make a fortunate choice. *Silvurn* is popular because it is so distinctly in keeping with the modern mode of interior decoration. Here you have semi-indirect lighting at its best!

Silvurn provides ample, glareless and evenly distributed illumination for stores, offices, institutions, schools, libraries, government buildings. In fact, for all types of Commercial applications, this style contributes a smart, modern touch whether lighted or unlighted.

Fashioned from highest quality aluminum, the reflecting surface is finished by the Alzak process, which insures complete over-all efficiency . . . easy maintenance and lasting economy. Get full details from your Westinghouse Distributor Lighting Specialist; or write direct to Westinghouse Electric & Mfg. Co., Lighting Division, Edgewater Park, Cleveland, Ohio.

To suit individual tastes, and a variety of decorative schemes, the glass enclosing globes are furnished in three distinct designs — all white, ring design and opaque. An installation of opaque enclosing globes in the Miller and Rhodes Department Store at Richmond, Va., is illustrated here. The soft light on the basin exterior blends the unit itself into the general lighting effect.



WHEN YOU THINK OF *Lighting* THINK OF

Westinghouse



Home in Cleveland Heights designed by Garfield, Harris, Robinson and Schafer.

★ ★ ★

The Doane C. Smith Co., General Contractors

Again the Choice of Leading Architects

● For this modern home, the architects, Garfield, Harris, Robinson and Schafer, found that the Moncrief Winter Air Conditioner fulfilled every requirement. The coal unit, combined with an O. P. bin-feed ash-removing stoker, gives full automatic operation at reasonable first cost and extremely low operating cost. The owner enjoys the benefits of correctly heated, evenly distributed, humidified air. All the air in the house is constantly being cleaned by passing through the filters from three to five times an hour.

Moncrief Winter Air Conditioners—made in special types for gas, coal, or oil—are automatic in operation, substantially made, modern in style, and are priced to present extraordinary value.

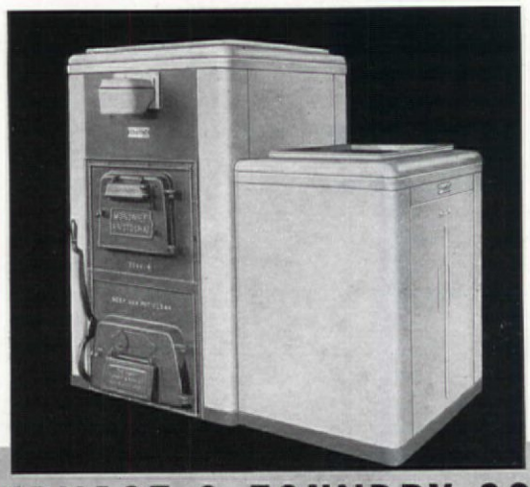
Write for illustrated descriptive literature and data sheets adapted for your files.

★

Moncrief Engineers are glad to cooperate with Architects and Builders in estimating and laying out plans. No cost or obligation.

★

Moncrief Aristocrat Winter Air Conditioner for coal. →



THE HENRY FURNACE & FOUNDRY CO.

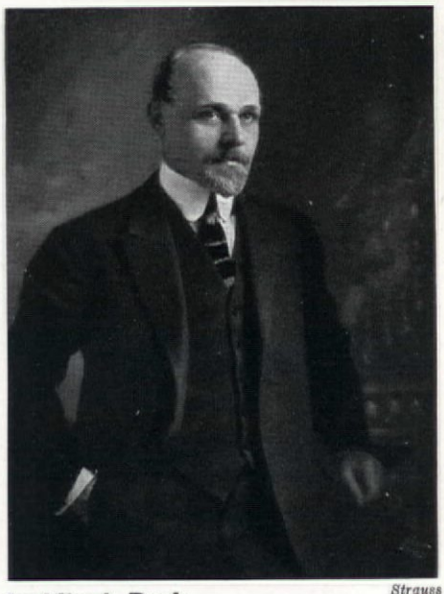
3485 E. 49th STREET · CLEVELAND, OHIO

FORUM OF EVENTS

(Continued from page 84)

PEOPLE—Continued

Committee on Public Information: architects should sign their buildings. "The idea," said he, "is a good one, as the name of the architect on a fine building is a means of educating the people to what constitutes really good architecture."



Strauss

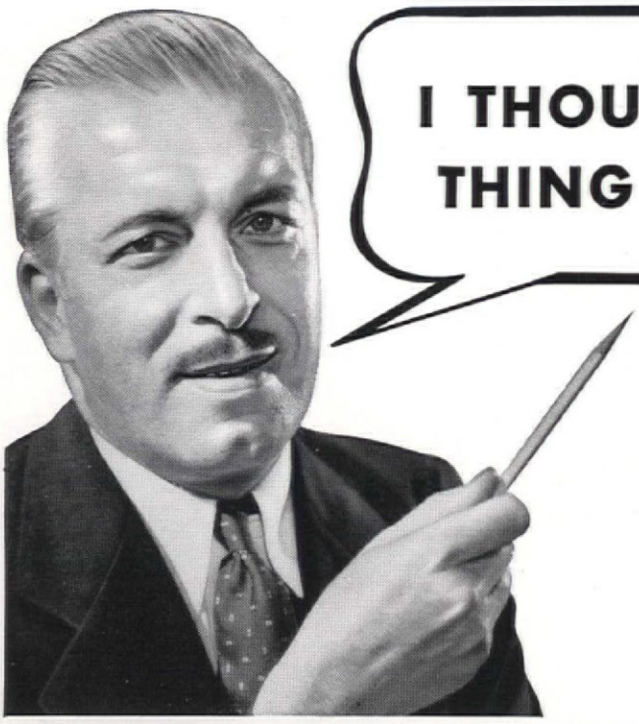
Architect Rush

During the depression years Architect **Henri Rush** (see cut above), one-time chief engineer for St. Louis, Mo., whiled away his time by devising a structure 2,000 ft. high, encompassing four city blocks, accommodating 25,000 persons, and housing all a city's industrial, commercial, residential, university, and hospital facilities (ARCH. FORUM, *Sept. 1935*, p. 8). Last month he announced that he had accepted an invitation to advise the Soviet on its building program. "With nations like Russia always on the look-out for bigger and better things," said Architect Rush, "the piecemeal skyscrapers of the United States are a thing of the past."

With a saturnine humor and an unconventional eye for the typical, Artist Thomas Benton spread on the walls of the Missouri State House a set of murals for which it is probable that he will never be completely forgiven by the gentlemen who transact their business inside that building. Some memories of this were impelled last month by the announcement that Artist **John Steuart Curry** has been engaged to paint murals in the State House at Topeka, Kan. With an eye cast doubtfully at Kansan Curry's practice of depicting Kansas tornadoes, hardshell Baptist baptisms, and hog-slaughters, nervous Kansas critics voiced fears that he will paint only the

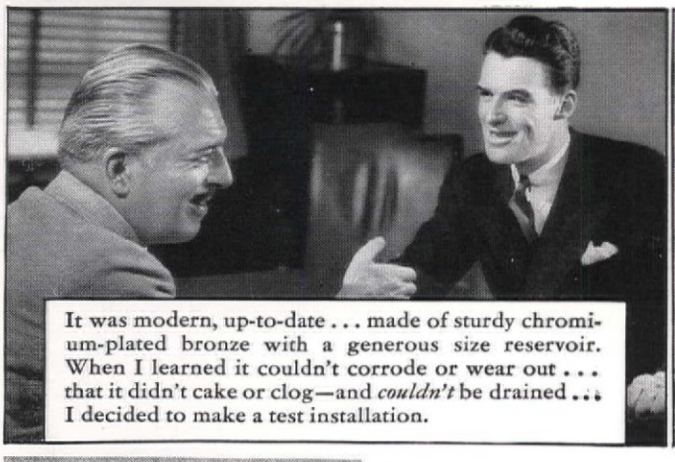
(Continued on page 88)

I THOUGHT I KNEW EVERYTHING ABOUT BUILDINGS

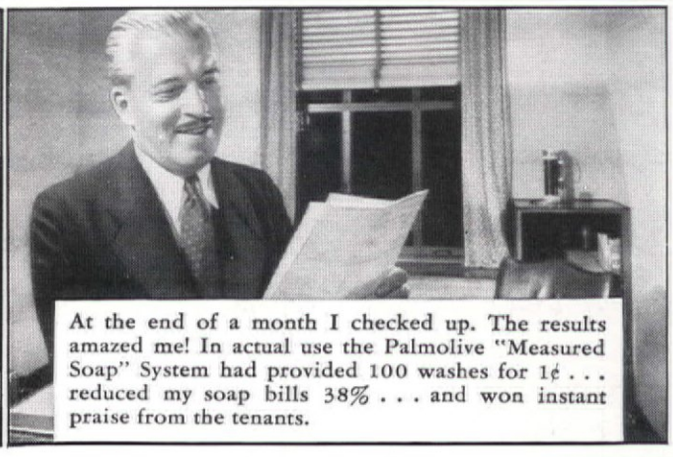




Then one day the Colgate-Palmolive-Peet man called. He asked me if I realized how much modern washroom facilities influenced tenant satisfaction. Not any, I replied. But I soon changed my mind when I examined the Palmolive "Measured Soap" Dispenser.



It was modern, up-to-date . . . made of sturdy chromium-plated bronze with a generous size reservoir. When I learned it couldn't corrode or wear out . . . that it didn't cake or clog—and *couldn't* be drained . . . I decided to make a test installation.



At the end of a month I checked up. The results amazed me! In actual use the Palmolive "Measured Soap" System had provided 100 washes for 1¢ . . . reduced my soap bills 38% . . . and won instant praise from the tenants.



CHECK THESE EXCLUSIVE FEATURES OF THE PALMOLIVE *"MEASURED SOAP"* SYSTEM

FIRST, take the dispenser. It's a beauty, made of sturdy chromium-plated bronze with a big reservoir. It is absolutely fool-proof. It will not clog, cake, or corrode. It *cannot* be drained. Two operations of the plunger *measure out* just the right amount of Palmolive for one good wash—and no more!

A Better Soap

Second—the soap. It's Palmolive—the world's favorite toilet soap—in a special DRY, free-flowing form, that bursts into a rich cleansing lather instantly, in any kind of water. And because it is made with gentle Olive and Palm Oils, it assures the most perfect skin care.

It Saves Money

Third—in actual use the Palmolive "Measured Soap" System provides *100 washes for 1¢*. This assures 30% to 40% savings on soap costs *alone*. In addition, it cuts servicing time. One filling provides enough soap for 300 washings.

Ask your Colgate-Palmolive-Peet representative about this new soap system today. Or write direct to Colgate-Palmolive-Peet Co., 105 Hudson St., Jersey City, New Jersey. Either way, there's no obligation.

PALMOLIVE "Measured Soap"

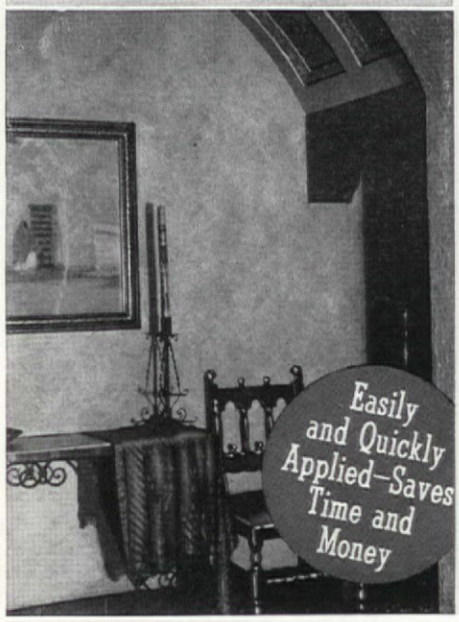
The New, Economical Dry Soap System

COLGATE-PALMOLIVE-PEET CO. • JERSEY CITY, N. J.

Specify This Effective, Low-Cost Decoration

TEXTONE

FOR TEXTURING WALLS



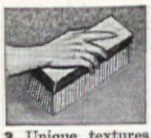
Combine with TEXOLITE for Colorful Interiors of Enduring Beauty



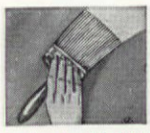
1. Painter mixes Textone with water *as needed.*



2. He applies Textone with regular wall brush.



3. Unique textures are easily created.



4. One coat Texolite gives colorful finish.

■ To provide attractive, durable walls and ceilings in keeping with the vogue for colorful textures, specify Textone* and the new low-cost method of texturing developed by USG. The painter simply mixes Textone with water, applies a single coat, and textures as desired. He then applies one coat of Texolite*, The New Principle Paint, in the client's color choice. The result is a modern interior of lasting beauty—*delivered more simply, in less time, and at low cost.*

Textone is the time-tested, proved texturing material used for years by leading decorators for both new and old work. It is adaptable to almost any surface; lends itself to any treatment. For free Color Guide showing theory of color and illustrating color harmonies, mail coupon at right.

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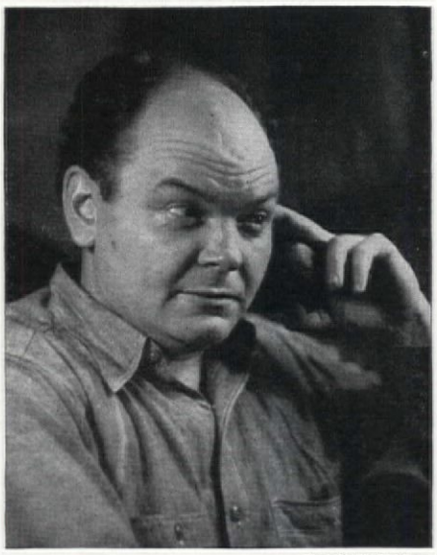
* Registered Trade-marks

UNITED STATES GYPSUM COMPANY

FORUM OF EVENTS

(Continued from page 86)

PEOPLE—Continued



Painter Curry *Rudolf H. Hoffman*

ugly and repulsive aspects of the State's history and life. Artist Curry confined himself to vague murmurs to the effect that the murals will depict the war with nature and the pre-Civil War war with Missouri.

DEATHS

ROBERT GARDNER, 70, architect, at the Southampton Hospital.

Born in Jackson, Miss., he attended schools in Buffalo, studying architecture with Vaux and Radford and with Clarence Luce in New York City from 1887 to 1891.

The majority of Mr. Gardner's work was in the field of residential architecture. He was the architect for several garden type apartment houses. The last three and the largest were the Villas Rosa Bonheur, Charlotte Brontë and Victoria, co-operative apartments.

Mr. Gardner also designed several noteworthy public buildings. The hospitals of St. George, Richmond Memorial and the Wartburg Lutheran Home for the Aged and Infirm in Brooklyn. He applied his theory of the geometric rules of Greek architecture in the Staten Island Institute of Art and created a modern building which greatly pleased the trustees. At the time of his death, he had completed plans for St. Mark's Protestant Episcopal Church and the rectory at Westhampton Beach in Long Island.

Mr. Gardner was equally well known as an archæologist. He originated the concentric square theory of the design of the Parthenon, and elaborated on this theory in "The Parthenon: Its Science of Forms,"

(Continued on page 90)

For Colorful Interiors, Comparison Favors...

TEXOLITE

NEW PRINCIPLE PAINT



Gives More Coverage Per Gallon — More Hiding Power Per Coat

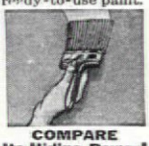
■ For soft pastels or deep, brilliant colors . . . for high light reflection and real *economy,* specify Texolite*, the New Principle wall and ceiling paint. One gallon of Texolite mixed with one-half gallon of water makes one and one-half gallons of ready-to-use paint *—50% more for your client's money!* In addition, it goes farther—gives more coverage per gallon. One coat usually hides completely; dries in one hour; leaves no brush marks. It contains no oil to dim its clear, clean colors — to create "paint odors" or fire hazards. Texolite comes in ten pastel shades and white, and in nine Deep Colors which may be used full strength or mixed with white or tinted Texolite. And it is *durable* — will not fade, yellow, crack or peel.

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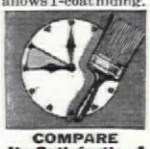
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COMPARE Texolite Cost! 1 gal. makes 1½ gal. ready-to-use paint.



COMPARE Its Hiding Power! High density vehicle allows 1-coat hiding.



COMPARE Its Satisfaction! Dries in one hour. Rooms usable same day painted.



COMPARE Its Light Reflection! Texolite white reflects about 90% of light.



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UNITED STATES GYPSUM COMPANY

14 Story Bank Building Completely Air Conditioned

WITHOUT INTERRUPTING BUSINESS

Skillful Installation of Carrier System Prevents Loss of Single Day's Activities

Carrier
Air Conditioning



① **NO "YOUNGSTER,"** the Whitney National Bank Building in New Orleans was erected 27 years ago—in 1910. Two years ago the owners decided to install Carrier Air Conditioning, and, thanks to Carrier Technique, the complete job was done without inconvenience to the bank or its rental tenants.

② **WHILE THE CITY SLEPT,** ductwork to carry the conditioned air was put in place, covered with metal lathing preparatory to plastering. Each morning, the workmen were gone—and with them all traces of construction debris.

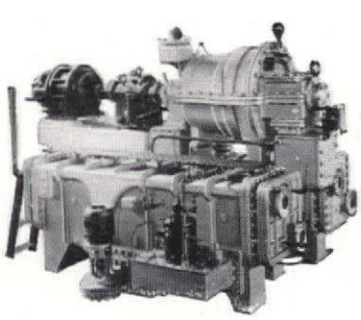


Let Carrier Solve YOUR Problems

● Planning to air condition an office building? A theatre? A hotel? A residence? *Any enclosed space?* Then call Carrier—no matter how large or small the job may be.

For Carrier, through devoting 35 years exclusively to air conditioning—through making countless installations in 99 countries of the world—has developed a technique that saves you time, saves you money, and assures lasting satisfaction with the completed job. Take Blauner's retail store in Philadelphia, for example. There the architect was faced with the problem of providing air conditioning for eight separate buildings—each with varying ceiling and floor levels—from a central plant. Carrier solved the problem. In Cleveland, air conditioning was required for the 12th floor of a building where the water supply was limited by old-fashioned water mains. Again Carrier provided the answer. And the files are filled with such examples.

There's no obligation involved in enlisting the assistance of your Carrier representative. Why not call him today?



④ **MACHINES LIKE THIS** — Carrier Centrifugal Compressors, provide the necessary refrigeration and work in connection with a Carrier Central Dehumidifier. This equipment was also installed without interference to daily business.



③ **COMPLETED,** the offices look like this—all ductwork concealed, with merely an attractive grill to indicate where the cool, clean, properly humidified air enters the room. More than 1,400 such outlets were used throughout the building.

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Without obligation send me ☐ name of nearest Carrier representative; ☐ Catalog in Sweet's.

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★THIS HOME HEATED WITH AN EVANS OIL FIRED AIR CONDITIONER for $88

Your clients get amazing economy . . . but more than that . . . matchless efficiency when you recommend an Evans. Extremely sturdy and reliable. Performs better, costs less to buy and operate because designed, engineered and built for oil alone. Proved, tested by 12 years of actual home use. Built by the pioneer manufacturer of fuel oil furnaces.

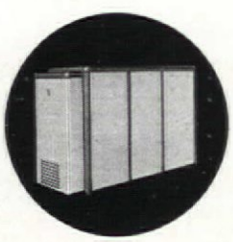
Winter Air Conditioning

The Evans heats, cleans, humidifies and circulates air at no greater cost than for heating alone. Completely automatic. Compact, modern, attractive. Simple construction . . . easy to install. Sets up in half the time of many furnaces. Many other advantages.

Complete Data Offered

Write us two words, "Send Data". We believe you'll see why the Evans has become well known from coast to coast as a most efficient and economical air conditioner.

★*The above home in Milwaukee, Wisconsin, has 6 rooms, bath and recreation room. It was heated during the extremely cold winter of 1935-36 for $88 with an Evans Fuel Oil Furnace. Owner's name gladly sent on request.*



THE GEORGE EVANS CORP.
MOLINE, ILLINOIS

FORUM OF EVENTS

(Continued from page 88)

DEATHS—Continued

published in 1925. The Parthenon, he stated, was the result of three series of concentric squares based upon a master square which he discovered above the entrance.

Mr. Gardner was a former president of the New York Society of Craftsmen and a trustee of the Staten Island Institute of Arts.

EDGAR B. HAMMOND, 83, architect, at his home in New Bedford, Mass.

Born in New Bedford, he received his early education in the local schools, acquiring a knowledge of building from his father. Later, he studied architecture at the Massachusetts Institute of Technology.

Mr. Hammond was known as the designer of many of the schools and private buildings in New Bedford and the vicinity. He was president of the Massachusetts Institute of Technology Association and the Technology Club of New Bedford.

ALBERT E. SKEEL, 72, architect, at his home in Brecksville, Ohio.

Born in Bristol, England, he came to this country at the age of twelve. While attending school, he served as assistant for several architects. Thus, before he was twenty, he was established as an architect.

Mr. Skeel has sponsored the restoration of early American landmarks in Ohio. He completely restored the Brecksville Congregational Church, built in 1839. (See ARCH. FORUM, March, 1936, p. 177.)

AWARDS

PERRY W. DUNCAN, New York architect, received first prize in the *House and Garden* Contest for the Ideal House of 1938. F. C. Stanley of Bellingham, Wash., was awarded the first prize for the House for Two.

The competition was divided into two classes. Class I, the Ideal House for 1938, included houses of seven to ten rooms, Class II, House for Two, for houses of six rooms or less.

The first prize for Class I was $500, the commission to design the *House and Garden* Ideal House of 1938 with an honorarium of $750. The second prize of $250 went to Gardner A. Dailey. Frank W. Green of Los Angeles, John Hatton and Ralph Spearman Myers of New York received honorable mention prizes of $50.

The first prize for Class II included $500, the commission to design the magazine's House for Two and $250 for plans and sketches. William Wurster of San Francisco received second prize of $250. Honorable

(Continued on page 92)



Residence, New Canaan, Conn.
W. B. Kirby, Architect,
S. D. Werner, Contr. & Eng.

PROBLEM:

To match 100 year old floors and beamed ceiling . . .

The original house was built in the later 1700s. Recent remodelling and repairs brought up the problem of how to match the mellow aged color of ceiling beams and floor boards with new lumber.

ANSWER:

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about this New Canaan residence and the new Minwax Color Card . . . or *consult your Sweet's.*

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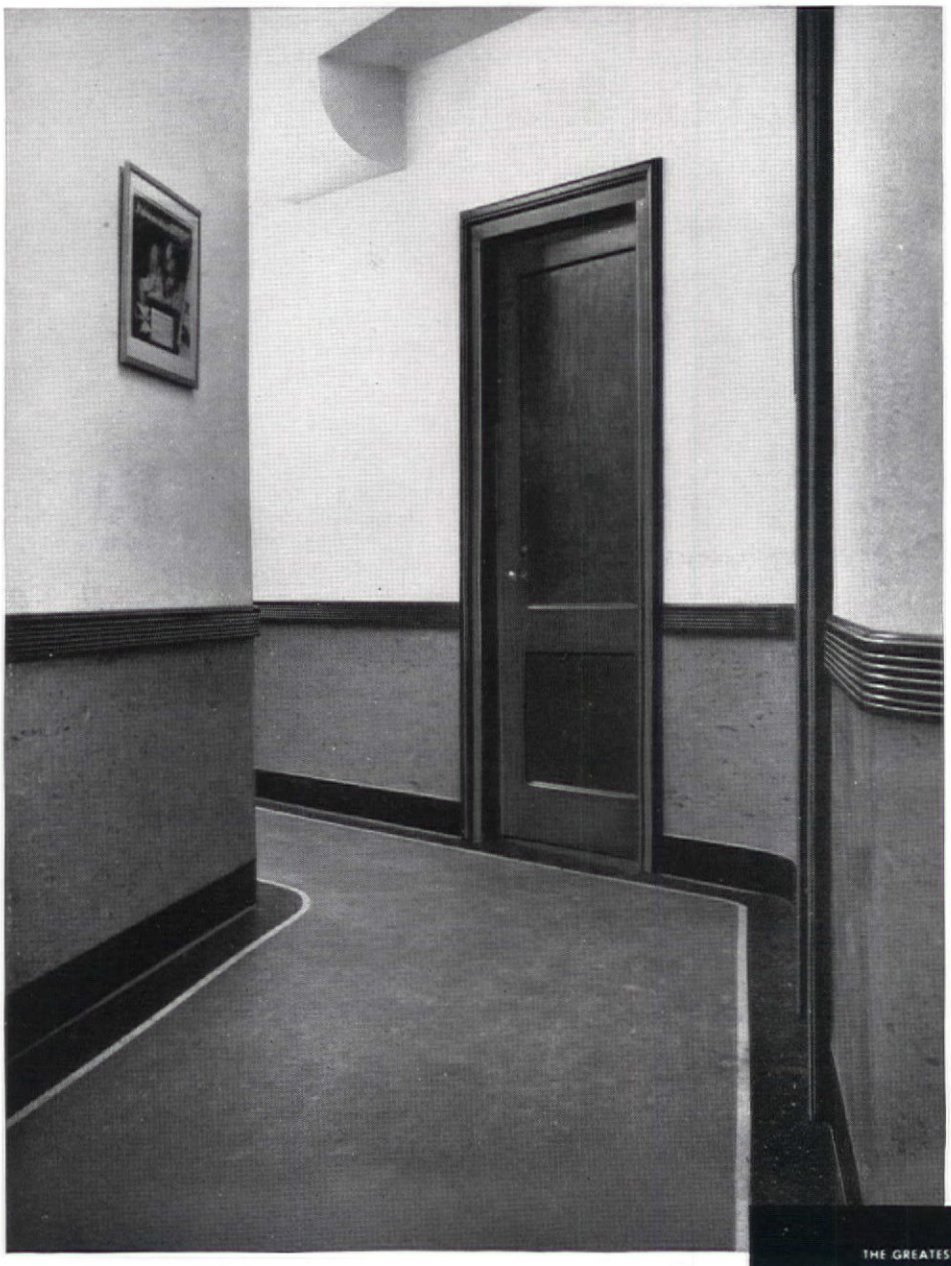
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Goodyear Wall Rubber not only offers a wide range of standard design and color combinations but also gives free scope to countless original schemes. Product-wise, this new material reflects all the skill and experience of the world's largest rubber development laboratories.

For full information, you are invited to write Goodyear, Akron, Ohio — or Los Angeles, California.

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No more bleak and barren walls — thanks to Goodyear Wall Rubber! Here is evidence of how this new product of "the greatest name in rubber" can transform even a homely corridor into a handsome hallway.

Advantages of GOODYEAR WINGFOOT WALL RUBBER

BEAUTY — choice of rich colors and combinations, harmonizing with any decorative scheme.

DURABILITY and CLEANLINESS — smooth, permanent surface easily kept clean and fresh with damp cloth.

FIRE- AND STAIN-RESISTANT — not permanently marred by smoke, alcohol, inks or most acids.

APPLICATION — comes in rolls, one yard wide, 1/16" thick; easy to apply.

THE GREATEST NAME IN RUBBER

GOODYEAR

Wingfoot

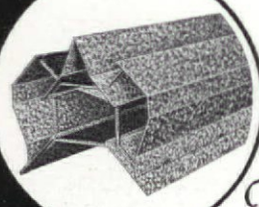
WALL RUBBER

ARCHITECTURALLY and MECHANICALLY CORRECT



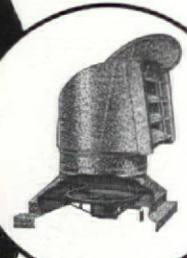
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CLEVELAND, OHIO

Ventilation Specialists

FORUM OF EVENTS

(Continued from page 90)

AWARDS—Continued

mention of $50 went to James Kirst of Yonkers and Reinhard M. Bischoff of West Hempstead.

Harrie T. Lindeberg and Allmon B. Fordyce of New York, David Adler of Chicago, and the editors of *House and Garden* served as judges for the contest. The decision was based on plans and photographs of homes designed by registered architects during the last three years.

ANNOUNCEMENTS

THE American Public Health Association announces a symposium on the relation of health and hygiene to housing. The Association's committee on the Hygiene of Housing has been studying the subject for the past year from the viewpoints of the public health official and the housing designer.

Papers will be presented by members of the committee on the following subjects: Housing and Health by R. H. Britten of the U.S. Public Health Service, Construction Methods by R. L. Davison of the J. B. Pierce Foundation, Sanitary Engineering by H. A. Whitaker of Minnesota State Department of Health, Town Planning by Professor James Ford of Harvard University, Safety in the Home by M. G. Lloyd of the U.S. Bureau of Standards, Lighting by James E. Ives, formerly of U.S. Public Health Service, and Air Conditioning by Professor C. E. A. Winslow of Yale University. Mr. Winslow will serve as chairman of the committee.

The symposium will be held on October 8 at 9:30 a.m. in the north ballroom of the New Yorker Hotel. All those with professional interest in housing are invited to attend. A housing exhibition, prepared by the staff of the Committee to demonstrate the historical development of housing and the relation of housing to health, will be on display from October 5 through October 8 in the ballroom of the Hotel Pennsylvania.

Columbia University Extension announces a course on the social aspects of housing, illustrated in the solutions to the housing problem attempted or proposed by private and public agencies in the United States and other countries. Dr. Carol Aronovici of the Department of Architecture, who will conduct the course, plans to evaluate the social and technical implications of the problem in terms of a constructive program suited to the United States.

Professor K. A. Smith will give a new course in Columbia's Department of Architecture on the financing and organization of building operations. Job organization,

(Continued on page 94)

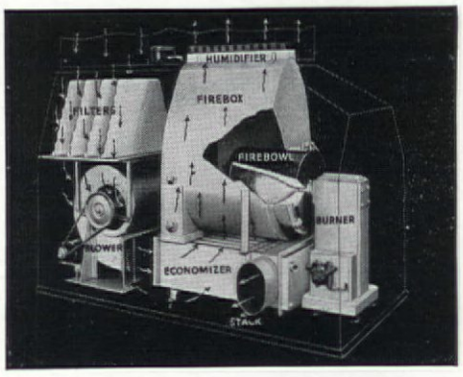
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The Gar Wood Tempered-Aire system continues to be the outstanding achievement in the residential air conditioning field. Its astonishing economy of operation is largely due to the Economizer working in coordination with the blower.

The Economizer is located between the fire box and the stack outlet. Cold return air is discharged at high velocity by the blower into the spaces between the Economizer tubes, extracting the heat from the hot gases coming from the fire box. Thus the air is pre-heated and prepared for its final complete extraction of heat as it passes upward, around the big, "tear-drop" fire box.

- Washable cloth air filters
- Silent blower
- Economizer
- Giant tear-drop fire box
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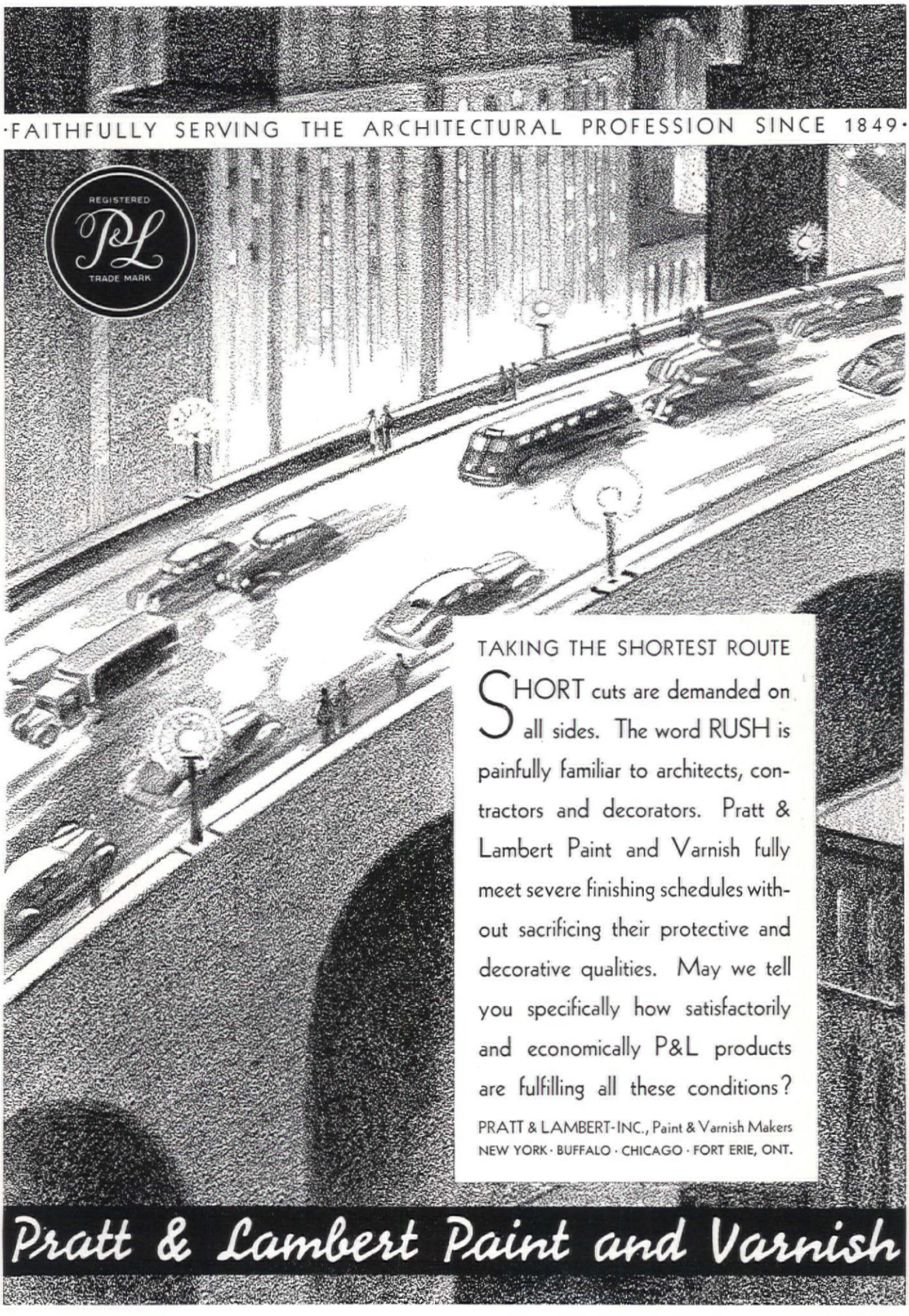


Tempered-Aire is the only air conditioning system engineered and built complete from burner to ducts, in one factory. All parts are designed to work together. It is the only equipment that combines a high efficiency oil burner, tear-drop fire box and a multiple tube Economizer with the counter-flow principle of heat extraction. You can safely specify Gar Wood Tempered-Aire!

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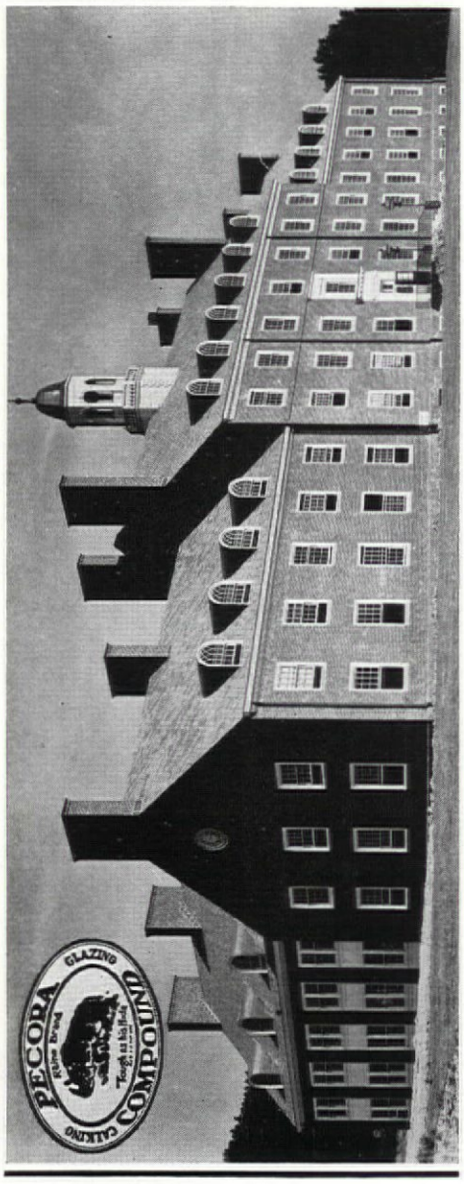
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FORUM OF EVENTS

(Continued from page 92)

ANNOUNCEMENTS—Continued

office practice, financial set-up, titles, mortgages, insurance and bonds, the organization of building operations, trade unions, contracts between owner, architect, and contractor, and allied topics will be treated.

The Department of Architecture has scheduled nineteen evening courses for the Winter session.

The Polytechnic Institute of Brooklyn, New York, offers evening instruction in Heating, Ventilating, and Air Conditioning during the regular 1937-1938 school session. Subjects include discussion of the basic elements of air conditioning with relation to the engineering design and selection of equipment for modern domestic and commercial heating and ventilating systems. Problems will be given illustrating the application of various systems to residences, apartments, office buildings, schools, factories, and theaters.

The General Electric Co. will contribute $60,000 in awards during the next year-and-a-half in an attempt to bridge the gap between the isolated model home and the house in which most Americans live. Persons building or modernizing a home, on which work will be completed some time within the period of August 15, 1937, and October 31, 1938, are invited to submit plans, specifications, and photographs to their local sponsor. Awards for the best entries will be made by the sponsoring electric service company. In addition, various manufacturers already have indicated that they will award special prizes. In this connection, General Electric will give twenty prizes of $1,000 each for the homes selected nationally which best meet specifications. All awards will be made regardless of cost or size of home entered.

PERSONALS

KENNETH L. PETERSON announces a change in his residence from 129 Porter St. to 44 Ardsmoor Road, Melrose, Mass.

Hobart Upjohn, F.A.I.A., takes pleasure in announcing that Walter A. Taylor, A.I.A., has become an associate of the firm, located in Grand Central Terminal, New York.

George W. Courtney, architect, announces the opening of an office for the practice of architecture at 612 W. Washington St., Winchester, Ind.

Max Gitberg, architect, announces the removal of his office to 66 Vernon St., Springfield, Mass.

(Continued on page 96)

ECONOMY OF MODERN HEATING SHOWN IN SAVINGS

Webster Moderator System Saves Commerce Building $7,986 in Less Than Three Years

OWNED BY JACOB RUPPERT REALTY CORPORATION

Modernization Assures Comfort of Tenants in Well-Known Office Building

BALANCED HEATING SERVICE

New York, N. Y.—In less than three heating seasons, the 31-story Commerce Building, at 155 E. 44th Street, has cut heating costs $7,986.80.

This substantial reduction in steam costs was accomplished by installing the Webster Moderator System in a building only three years old at the time of heating modernization.

No shot in the dark was this Webster Heating Modernization Program. A careful analysis of the performance of the Webster Moderator System in many similar installations convinced the Cross & Brown Co., Managing Agents for the Commerce Building, of the soundness of heating modernization. In two other New York buildings managed by the Cross & Brown Co., at 183 and 285 Madison Avenue, the Webster Moderator System had previously shown its effectiveness in reducing heating costs and improving steam distribution.

The new system saved steam from the day it went into operation, March 16, 1934. From then until the end of the 1933-34 heating season, although this period was necessarily devoted to adjustment and working out of operating procedure, there was a substantial decrease in heating costs.



Commerce Building

During 1934-35 and 1935-36, although the occupancy was increased to almost three times the occupancy during the base period and the weather was more severe, there was only a very moderate increase in the total steam consumed. The cash value of steam savings, as measured under the contract, totalled $7,986.80 for the two and a fraction seasons with the Webster Moderator System.

The installation contains 44,800 square feet of installed direct radiation.

Campbell & Smiley, Inc., acted as modernization heating contractors.

These before-and-after facts point the way to maximum comfort and economy in heating new buildings as well as in modernization of existing installations. Consult your architect, engineer or heating contractor. Or address

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SEE OUR CATALOG IN SWEET'S

Supplementing this information, Zurn Standard Specification Sheets provide adequate, accurate data concerning the suitability and application of Zurn Plumbing Drainage Products for specific purposes in the building of schools, hospitals, swimming pools, railroad terminals, etc. Additional Standard Specification Sheets are being prepared as rapidly as possible. Write us about your needs... new sheets may be available to meet your particular requirements.

FORUM OF EVENTS

OFFICIAL JAPANESE

Critics and observers who had been prone to set down Soviet architecture as the worst in the world were forced to revamp their notions last month when the first official pictures of the buildings rising in Manchukuo under the somewhat vague egis of Japan were released in the U.S. They showed, with monotonous unanimity, the flattering desire of the Japanese to simulate or emulate not only the West, but also the North, the South, and even the East of their conquered Chinese. Below, a movie theater in Hsinking, an inept and graceless slaving of modern Dutch architecture. Right, above, the new foreign office in Hsinking, in bumbling Neo-Egyptian. Right, below, the Manchukuoan Department of Justice building, wherein the architect seems to have been scared by Sid Graumann's Chinese Theater in Hollywood, just prior to the birth of his plan.

Associated Press Photos







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WE'D hesitate to promise you that prospective tenants will crowd into your office and clamor for long-term leases the day after you announced the installation of Ivory Soap Dispensers in your washrooms.

But we *know*—from wide experience—that the big majority of your present tenants will be mighty well pleased with these good looking, business-like dispensers and the quality soap they deliver. And Ivory Dispenser service will give you an additional selling argument which may be helpful in leading prospective tenants toward that famous dotted line.





Ivory Soap **DISPENSERS**

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Curtis Cabinets are made of wood. They're smart and modern. Each cabinet is complete in itself—shelves are adjustable—inside corners are beveled—lipped drawers, flush doors, backs and ends to shut out dust and insects. Sturdy construction assures long life. There are thirteen basic units, each available in a number of widths so that every practical space can be properly fitted. With Curtis Cabinets you can design any number of kitchens, have no two alike, yet all of them will be equally attractive and efficient.

Curtis Cabinets come unpainted. They are decorated after they are in place. *You* and *your* client choose the colors preferred! And the Curtis arrangement is flexible—handles present needs most efficiently, yet is simple to change in the future.

When you equip a kitchen with Curtis Cabinets, 71 years of woodworking experience guarantee permanent satisfaction! That is a factor of safety which job-built cabinets can't provide!

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Perfected System Solves Problem of Joint Concealment—Makes Possible Smooth Walls at Low Cost



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The system, perfected by USG, is simplicity itself. As the ⅜- or ½-inch thick boards go up on the studding or over old plaster—horizontally, for greater rigidity, or vertically, if desired, the recessed edges of the Sheetrock form a shallow channel at the joint. This channel is filled with a special cement, in which is embedded Perf-A-Tape, a patented strong perforated fiber tape. The cement is then sandpapered evenly. The result is a surface so smooth, because of the chamfered edges of the tape, that it will take *any* decoration, and a joint so strong, because of the way the tape is made and used, that it resists stresses as stoutly as the board itself.

Recessed-Edge Sheetrock is fireproof and non-warping. It is economical to use, and suitable for any interior. Specify it now, on your present work. Sheetrock is also available in wood grained finishes requiring no joint treatment or further decoration — faithful reproductions of Walnut, Matched Walnut, Knotty Pine and Douglas Fir.

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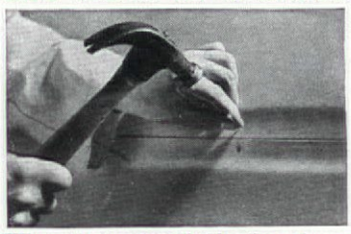
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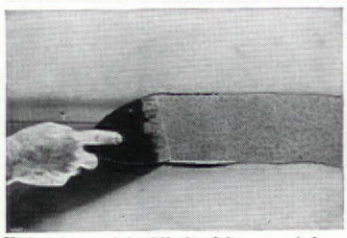
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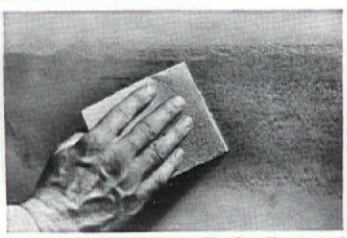
When sheets are nailed in place, the recessed edges form a channel at each joint.



This channel is filled with a special cement, which is quickly, easily applied.



Perf-A-Tape, a patented strong perforated fiber tape with chamfered edges, is embedded in the cement.



Cement is applied over Perf-A-Tape and sandpapered evenly, assuring a smooth surface for any decoration.



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Please send me a copy of the "Sheetrock Book" with information on Recessed-Edge Sheetrock and Perf-A-Tape.

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ARCHITECTURALLY SPEAKING

by

OTIS ELEVATOR COMPANY

Sometimes we take it for granted that all we have to do is mention the name of a product and everybody understands what we're talking about. But, if we'd just stop to consider for a moment, we'd realize that new developments and new names come so fast they can be very confusing.



For instance, there are two important types of apartment house elevators—by name, Single-Call Push-button Control, and Collective Control. Maybe it would be well to go over their outstanding differences and indicate where each would serve best.



First, to classify Single-Call Push-button Control. In a nutshell, it gives one-call-at-a-time service. In other words, the car answers calls singly and must complete the transportation needs of one passenger before it gives heed to the call of the next passenger. Obviously, satisfactory service by this type of elevator is limited to buildings housing comparatively few tenants.



And now Collective Control. This type of elevator answers *all up* calls on its *up* trip and *all down* calls on its *down* trip. This means—less passenger waiting, less trips for the elevator, which in turn means less wear and tear, and less power consumption. A Collective Control elevator can serve many more tenants than a Single-Call Push-button elevator.



Collective Control elevators can be arranged for "home stations" to which they automatically return when all current calls have been answered. The "home station" may be at the top of the building in the morning when most traffic is down. At night, when the traffic is up, the system can be reversed, with the "home station" at the bottom. This means a further saving in time and operation cost.



Newest feature of Collective Control is automatic door operation especially adapted for this type of equipment where passengers usually operate the car. This is also an advantage where a part-time operator is employed. During the day when traffic is light and the operator may be assigned other tasks in the building, the elevator is completely automatic and the passenger becomes the operator.

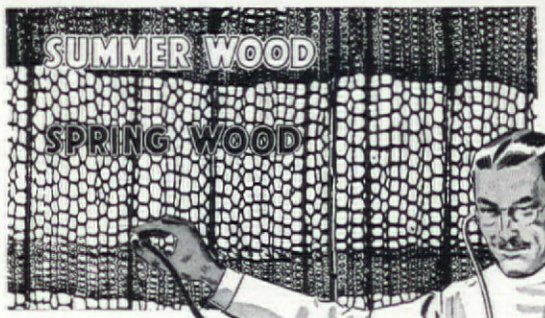


Still another feature is *Duplex* Collective Control (another name, but we'll explain). Duplex provides automatic operation for the building which must have the service of more than one elevator at times of peak demand, and where "serve yourself" service is desirable. Duplex Collective Control is co-ordinated automatic operation on two or more elevators working together as a unit.



Installation of Collective Control has been given added popularity in recent years by the nation-wide availability of manufacturer maintenance. Otis maintenance is available for all types of elevators. It is especially useful to the moderate-size apartment building where elevator service is so important to the tenant's satisfaction, and engineering and mechanical staffs are limited.





● Look at the end grain of a board under a microscope. You will see something very much like this. Note the denser cell structure of the summer wood. Many paints have difficulty adhering to such a surface. Dutch Boy White-Lead gets a good anchorage on both spring and summer wood. That's one of the reasons why this paint does not scale off.

"It's a case of SPLIT PERSONALITY"

Rx *Specify White-Lead*

When you specify paint, think of the lumber it is to cover as a kind of Jekyll - and - Hyde combination. The "Dr. Jekyll" cells in a piece of wood are those that grow in the spring (see photomicrograph above). These cells give a surface on which paint can readily get firm anchorage.

The "Mr. Hyde" cells—the bad actors—are the ones that grow in summer. They're small and compact. Their walls are hard and thick—much less porous than those of spring wood. Adhering to this dense surface is a difficult job for certain paints. After a short time, they lose their grip and start to scale off.

But not Dutch Boy White-Lead. This paint gets a good firm hold on both spring and summer wood. It does not "let go" but continues to present an unbroken surface to the weather.

Still another point to be considered is wood's incurable habit of expanding and contracting. Some paints haven't enough elasticity. They crack under the strain. But not Dutch Boy White-Lead. This paint is highly elastic when first applied. And it stays that way through years of service.

Every application of Dutch Boy White-Lead is a tailor-made paint job—mixed to suit the special requirements of the surface to be painted—tinted to the exact shade you and your client desire. By specifying Dutch Boy White-Lead, you secure that combination of beauty and durability which is a fundamental objective of good architecture.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.

PABCO LINOLEUM AT STANFORD



JOHN BAKEWELL and ARTHUR BROWN., JR., Associated Architects

Proven Quality!

Smith, Emery & Company, well-known Inspecting and Testing Engineers, recently tested *Pabco* and three other leading brands of linoleum purchased in the open market. Quoting from the report,

"The tests show that *Pabco* passes all requirements prescribed for the proposed revision of Federal Specifications LLL-L-351a, and is unsurpassed by any of the makes tested."

Three years ago, PABCO LINOLEUM was selected for the floors of Lagunitas Hall, dormitory for women at famed Stanford University.

An unusual effect was obtained by a special type of marble graining executed in a green background with gold, black and off-white as the marbleizing colors.

So distinctive has been the appearance, and so satisfactory the performance of this PABCO LINOLEUM since its installation, that Stanford University recently ordered the same design for two other buildings on the campus.

The PABCO Bureau of Design . . . called upon to help create these harmonious linoleum floors for Stanford University . . . is in a position to render valuable service to architects in the development of individual and outstanding linoleum installations.

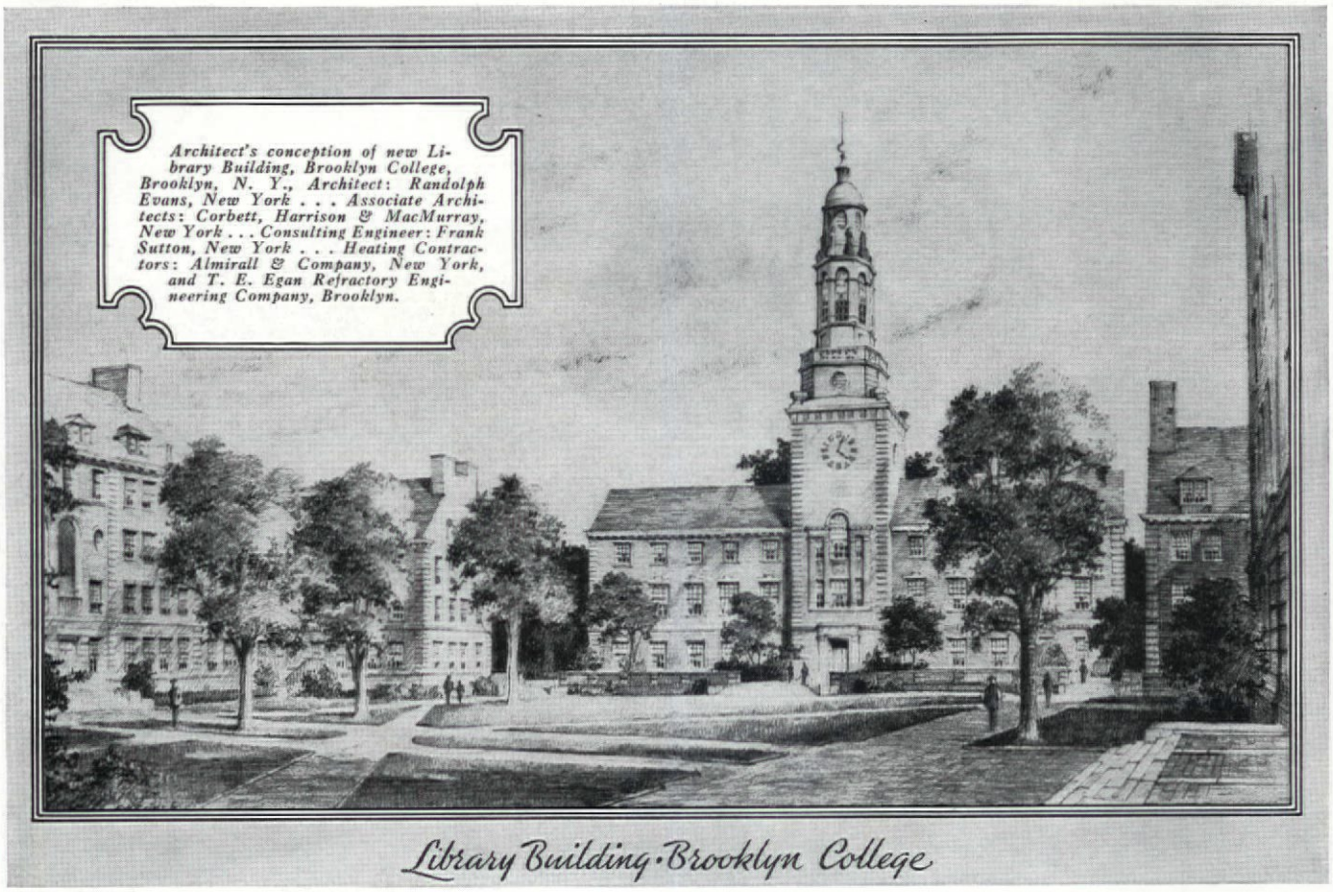
THE PARAFFINE COMPANIES, INC.
San Francisco, California — Somerville, New Jersey

PABCO LINOLEUM
THE PARAFFINE COMPANIES, INC.
BATTLESHIP :: PLAIN :: JASPÉ :: INLAID

720

Brooklyn College joins the parade

. . . *to* NATIONAL PIPE



Library Building · Brooklyn College

THREE impressive buildings — library, science hall, and gymnasium—are now nearing completion on the campus of Brooklyn's municipally controlled college of arts and sciences. As integral parts of a long-range building program, these important structures will provide modern educational facilities for many generations of students.

Architects and engineers responsible for the selection of materials for this project determined to safeguard their investment by every feasible means. This meant careful balancing costs against quality of materials.

Here again, as in other outstanding buildings, NATIONAL Pipe came out the winner.

Take a cross-section of the country's finest buildings—the most representative in design, construction, and materials — and note how extensively NATIONAL Pipe has been used. You will find it in every type of service, for NATIONAL has developed superior pipe for every purpose.

NATIONAL Pipe is produced by the world's largest and most experienced pipe manufacturer. It is available everywhere, through a wide-spread and efficient distributor organization, ready to consult with you at any time.



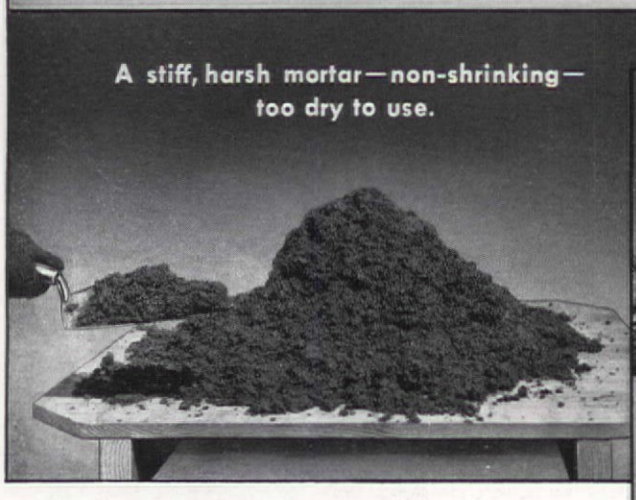
NATIONAL TUBE COMPANY

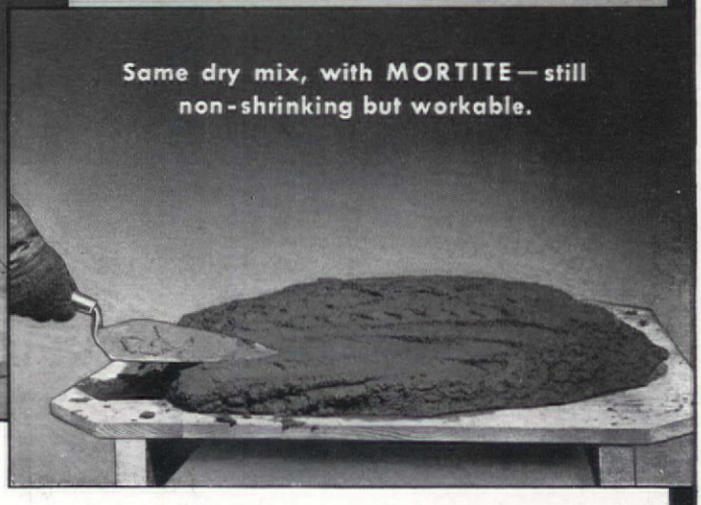
PITTSBURGH, PA.

Columbia Steel Company, San Francisco, *Pacific Coast Distributors* · United States Steel Products Company, New York, *Export Distributors*

UNITED STATES STEEL

DRY MIX MADE WORKABLE
WITH
TRUSCON MORTITE
TO GIVE A NON-SHRINKING MORTAR


A stiff, harsh mortar—non-shrinking—too dry to use.


Same dry mix, with MORTITE—still non-shrinking but workable.

These Facts You Know

1. Water used in mixing cement mortar evaporates.
2. Evaporation of this water causes mortar shrinkage.
3. Therefore dry mix is best to prevent mortar shrinkage.
4. However, heretofore dry mix mortar has been too firm and stiff to be workable.

But Now

Dry mix is made *easily* workable, practical and non-shrinking with TRUSCON MORTITE.

●



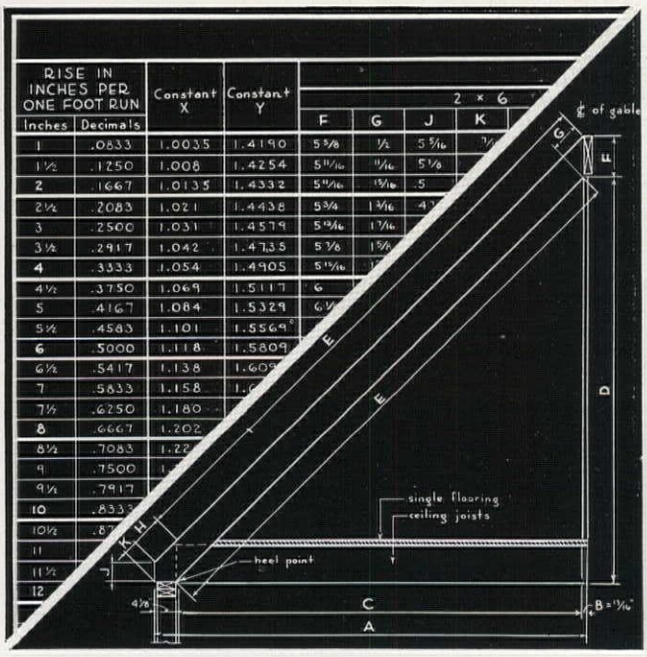
TRADE MARK REGISTERED

Write for literature on TRUSCON MORTITE. Scientific findings prove that you actually get better mortar, you eliminate mortar shrinkage and you get your jobs done more easily and more quickly with this outstanding product.

THE TRUSCON LABORATORIES
DETROIT, MICHIGAN

THIS METHOD

creates business for you... saves your client **10%**... complete flexibility of design... 30 days' construction time



YOU HANDLE LOW-COST HOMES *PROFITABLY*

Use your own designs—for homes of all types—give the builder more detailed drawings than ever before—and still save ¾ of your own drafting time! Profitable new business is created for you—through our combination of national advertising and localized, cooperative sales drives by lumber dealer, contractor and real estate broker. Precision-Built Construction means the house is ready for occupancy in 30 days, instead of 90—and eligible for FHA Mortgage. Renters are converted into home-owners; architects participate in a higher percentage of home construction; you handle low-cost houses on a profitable basis . . . Standard construction, materials of your selection, your own designs—but big savings in preliminary work, in construction time and in all wall, partition and framing costs . . . Let us send you our Simplified Method of Planning—the complete system in card form. There is no charge for this. Write today.

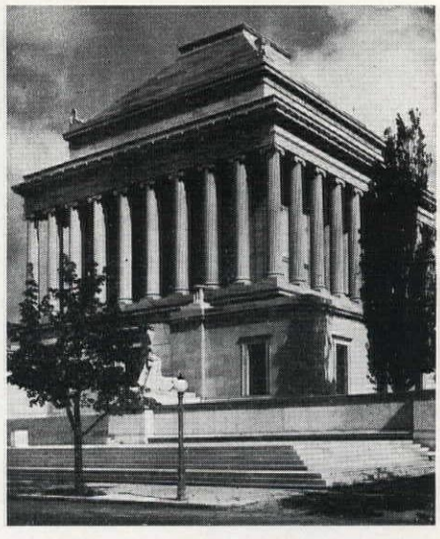
HOMASOTE COMPANY
TRENTON • • • NEW JERSEY



FORUM OF EVENTS

THE list of buildings designed and built by the office of John Russell Pope (see page 18) includes an amazing variety of structures: churches, school buildings, gymnasiums, estates, boats, monuments, memorials, railway stations, galleries, hospitals. A partial list:

St. Claire's Church, Parish House, School—Great Kills, S. I.
Plan and Buildings for Dartmouth College—Hanover, N. H.
Scottish Rite Temple—Baltimore, Md.
Leeds Mausoleum—Woodlawn Cemetery, New York.
Richmond Railway Station—Richmond, Va.
Plattsburgh City Hall, Plattsburgh, N. Y.
Lincoln Memorial—Hodgenville, Ky.
Freedman's Hospital—Washington, D. C.
Marcus L. Ward Home—Maplewood, N. J.
Roosevelt Memorial—New York, N. Y.
Syracuse Memorial Hospital—Syracuse, N. Y.
University Club of Milwaukee—Milwaukee, Wis.
Resthaven Public Mausoleum—Elmont, L. I.
McDonough Memorial — Plattsburgh, N. Y.
John Paul Jones Hotel and Golf Club—Annapolis, Md.
Apartment House—New York, N. Y.
Tuxedo Golf & Country Club—Tuxedo, N. Y.
Plan and Buildings for Yale University—New Haven, Conn.
Plan and Buildings for Syracuse University—Syracuse, N. Y.
American Battle Monument—Montfaucon, France.
H. E. Huntington Memorial, San Marino, Calif.



1912: The Scottish Rite Temple, Washington, D. C.

Union Gas & Electric Building—Cincinnati, Ohio.
Baltimore Museum of Art—Baltimore, Md.
Constitution Hall for D. A. R.—Washington, D. C.
Junior League Club Building—New York, N. Y.
Spence School for Girls—New York, N. Y.
Syracuse Psychiatric Hospital—Syracuse, N. Y.
Johns Hopkins University—Baltimore, Md.
Tuxedo Church—Tuxedo, N. Y.
Presbyterian Church of New Rochelle—New Rochelle, N. Y.
Holy Trinity Church—New York, N. Y.
Archives Building—Washington, D. C.
Queens Hospital—New York, N. Y.
Parthenon Room, British Museum—London, England.
Tate Gallery, London, England.
Frick Collection & Library—New York, N. Y.
First Congregational Church—Columbus, Ohio.
Knights of Columbus Ward Buildings 3 & 4—Gabriels, N. Y.
Meadowbrook Hospital—Hempstead, L. I.
Hunting Boxes for Colonel H. H. Rogers—Southampton, L. I.
Mrs. R. T. Crane, Jr., Mausoleum—Chicago, Ill.
Residence of Mr. and Mrs. Roy D. Chapin—Grosse Point, Mich.
Residence of Mrs. Graham Fair Vanderbilt—New York, N. Y.
Residence of Ogden Mills—Woodbury, L. I.
Estate of Marshall Field III—Lloyd's Neck, L. I.
Estate of Robert Bacon—Westbury, L. I.
Addition to Metropolitan Museum of Art—New York, N. Y.
Grace Line Boats (4)



PENNIES PAY FOR REPAIRS

if the flush valves are "Sloan"

Let's look at the record: On May 15 Hugo J. Stadick, Chief Engineer of the Loretto Hospital, New Ulm, Minn., wrote us "We have 22 valves installed an average time of 6 years and the cost per valve for the 6 year period has been 8c for parts."

Walter W. Bird, Chief Engineer of the Stevens Hotel, Chicago, the largest in the world, reports the cost per valve for maintaining 3600 valves for seven years to be 1½c a year.

At the State Hospital, Warm Springs, Montana, a total of $2 has been spent on repair parts for 100 valves in eight years, or a quarter of a cent a year per valve!

The Oxford Hotel, Denver, replaced other flush valves with Sloan in 1931. Nothing has been spent for upkeep since that time.

At 35 E. Wacker Drive in Chicago, an office building, the valves have been touched only once in eight years.

Kelly Brothers Company of Minneapolis report no repair cost whatever on their valves installed in December, 1930.

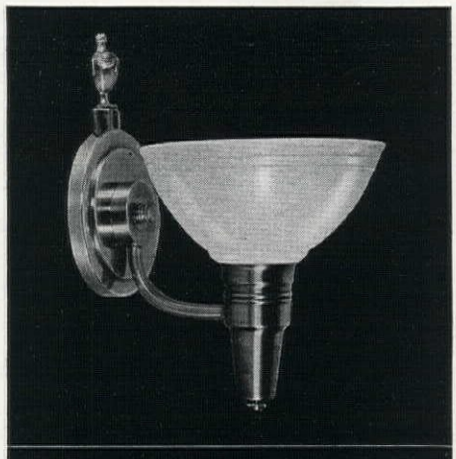
These reports are typical of the comments of Sloan users who keep a record of their maintenance expense. If you are not now enjoying the low-cost performance of Sloan Flush Valves, you can modernize your equipment at a substantial profit.

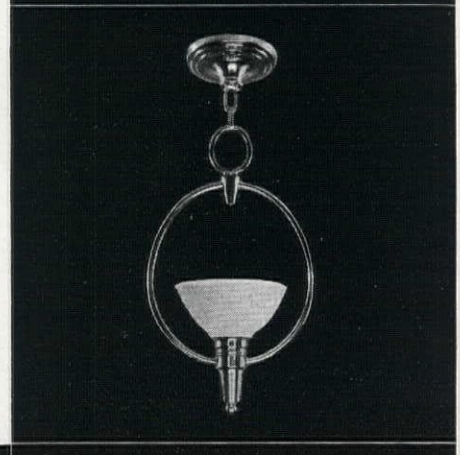
SLOAN VALVE CO., CHICAGO

Manufacturers of flush valves exclusively

LIGHTING PROGRESS
ENTERS A NEW STAGE

with Beetle Plastic Reflectors





FOR many years architects, designers and interior decorators have felt the need of lighting reflectors that would meet the most rigid standards of scientific, uniform distribution of light and elimination of glare and yet be lighter in weight, non-shatterable, easier and safer to handle, *and lower in cost!*

BEETLE PLASTIC REFLECTORS fill this need. Molded of *the special grade of Beetle* used for the 8″ and 9⅜″ student lamp reflectors which carry the I.E.S. stamp of approval, the commercial reflectors shown on this page also meet the most modern standards in lighting efficiency. They not only virtually eliminate the breakage problem but they are actually less expensive than old type reflectors of shatterable materials.

BEETLE is the modern answer to modern demands in the commercial lighting field. By saving time, money, trouble and greatly reducing complaints from breakage, Beetle Plastic Reflectors are rapidly pushing the lighting industry into a new stage of progress. Why not take advantage of this new development for your clients?

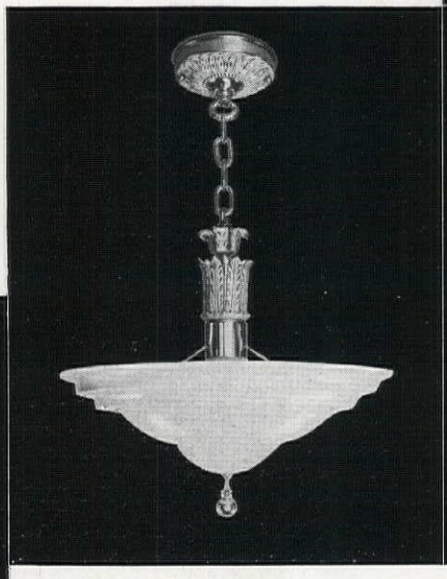
Names of manufacturers and distributors of Beetle Plastic Reflectors and lighting fixtures will be supplied on request.

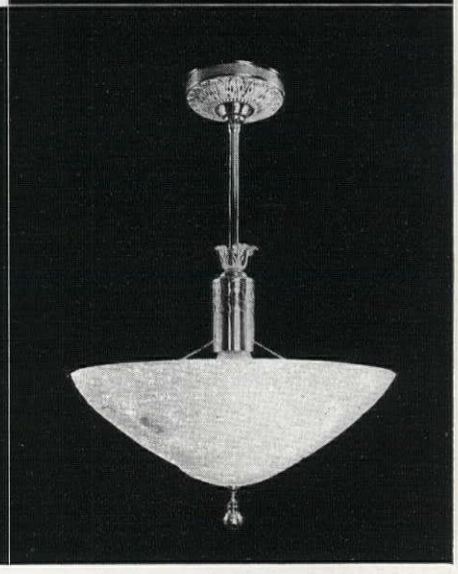
BEETLE PRODUCTS DIVISION
OF AMERICAN CYANAMID COMPANY
34 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Photographs showing Beetle Plastic Reflectors reproduced through the courtesy of the Chase Brass & Copper Co.





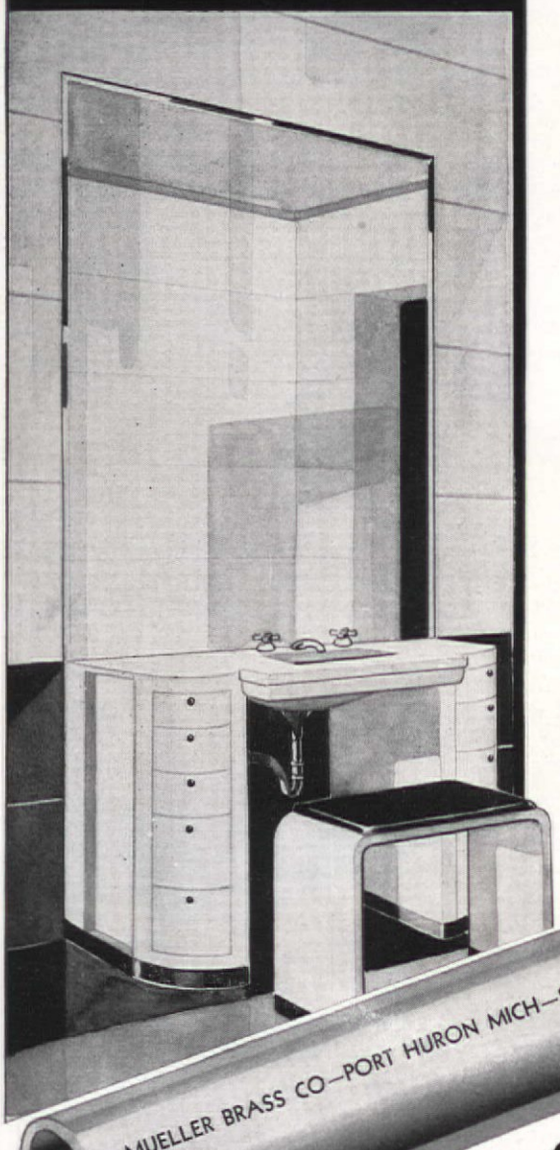




Beetle LEADS WITH BETTER LIGHT

Protect The BEAUTY *and* EFFICIENCY OF THE · MODERN HOME ·

★ MAKE 100% EFFECTIVE THESE MODERN BATH AND KITCHEN UNITS •



● There never has been a year when so many ultra-modern and unusually efficient fixtures for the modern home have appeared upon the market—an array of handsome kitchen, bathroom and laundry units; and the surprising thing about it is that far more thought has been given by the public to their outward appearance than to protecting their beauty or maintaining their efficiency after they were installed.

Of course, the home should be modern in design—its kitchen, bathroom and laundry fixtures handsome and conveniently located, but unfortunately, good looks do not assure good service.

The efficiency of these modern fixtures and the very livability of the home itself depend upon a permanently reliable piping system for the plumbing and heating—in a word—A STREAMLINE COPPER PIPE AND FITTINGS SYSTEM.

To use out-moded, rustable pipe with its old-fashioned threaded fittings to supply modern fixtures and radiators, is as impracticable as it is inconsistent.

A STREAMLINE Copper Piping System cannot rust, clog nor leak. It is practically indestructible under ordinary conditions of soil or water, or wear and tear of everyday use. It is a trouble-free system. It will always provide efficient service, day after day, year after year, without costly and annoying interruptions or replacements.

The first cost of STREAMLINE Copper Pipe and Fittings is but slightly higher than one of rustable material, and over the years, it costs a great deal less because its first cost is its last one.

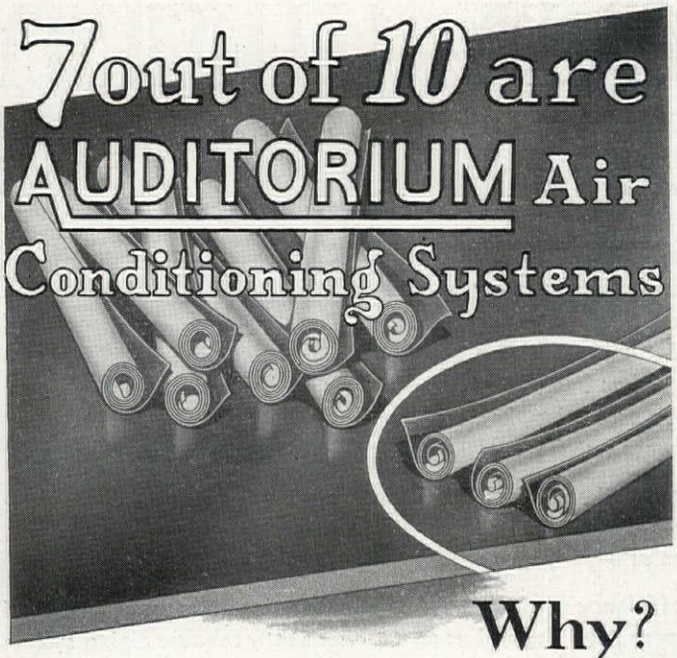
PROTECT THE BEAUTY OF A MODERN HOME AND ITS HANDSOME FIXTURES, PLAN FOR EFFICIENCY, INVESTIGATE THE STREAMLINE COPPER SYSTEM BEFORE YOU DECIDE.

STREAMLINE
PIPE AND FITTINGS DIVISION
MUELLER BRASS CO.
PORT HURON, MICHIGAN



Send for our Home Owners' Catalog. It will give you the facts.

★ STREAMLINE
TRADE MARK REG. U. S. PAT. OFFICE
COPPER PIPE AND FITTINGS



BY Auditorium Systems we mean those that are built to embody one or more of the famous Auditorium Patents and principles of design and construction . . . inventions representing the best thought of the leading authorities in the science of air conditioning . . . features that definitely assure greater efficiency and economy in operation. When you consider that the use of any or all of these Auditorium ideas of design is made permissible at almost negligible expense through the Auditorium Plan, it is easy to understand why such a large proportion of all air conditioning systems are Auditorium Systems.

WHY there should be systems designed to avoid the use of Auditorium improvements and ideas is difficult to understand. As a rule, such systems prove much more expensive to build, install, and operate . . . and lack accuracy in results. Usually the extra cost of producing and operating these systems amounts to many times the small royalty payment required to permit utilizing the Auditorium features of design. In avoiding the royalty payment, they completely avoid savings many times greater.

THE following AUDITORIUM Licensees will install Licensed systems and may grant permission to others to do so. They or their representatives will gladly give you full particulars.

AMERICAN BLOWER CORPORATION—Detroit, Mich.
BUFFALO FORGE COMPANY—Buffalo, New York
CARRIER CORPORATION—Newark, New Jersey
FRICK COMPANY—Waynesboro, Pa.
GENERAL ELECTRIC COMPANY—Schenectady, N. Y.
J. O. ROSS ENGINEERING CORP.—New York, N. Y.
THE COOLING & AIR CONDITIONING CORP.
(Division of B. F. Sturtevant Co.)
Hyde Park, Boston, Mass.
WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY—East Pittsburgh, Pa.
YORK ICE MACHINERY CORPORATION—York, Pa.

Whether it is a central station system or unit, Specify AUDITORIUM.

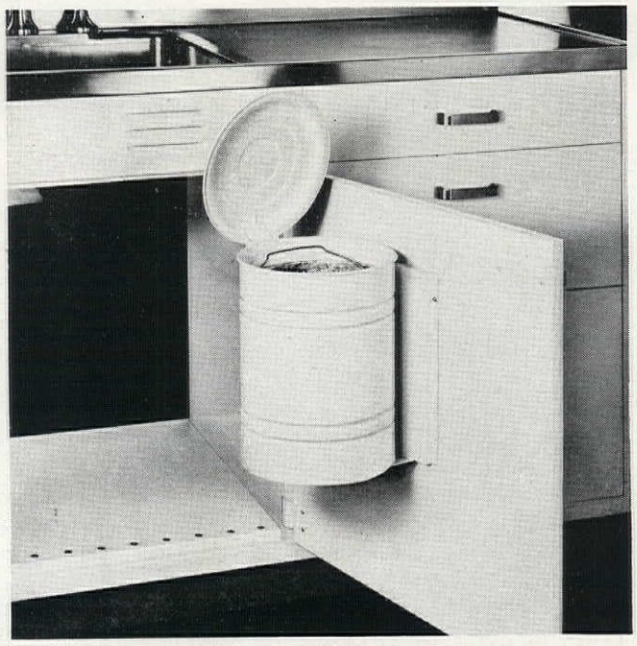
AUDITORIUM CONDITIONING CORPORATION
New York Office—17 East 42nd Street, New York

PRODUCTS and PRACTICE

(Continued from page 36)

Sink-Dishwashing Center

Location of the sink-dishwashing center adjoining the food preparation group is called for because of the fact that much of the preparation of fruit, vegetables, etc., is done at this point. Another reason is the fact that water is necessary in the preparation of almost all foods, and should be close at hand. This relationship also makes the job of cleaning up after preparing food for cooking easier. Where a mechanical



Garbage container below sink, Whitehead metal cabinet

dishwasher is employed, it is best placed in or adjoining the sink. Nearby there should be space for storing soap, cleaning powders, towels, paring knives, and the various gadgets used in preparing fruits and vegetables. This is also a good place to keep coffee, tea, and some cereals, since these are prepared for cooking merely by adding water.

A fact which most architects do not realize is that dishwashing, for a right-handed person, proceeds most conveniently from right to left. This is because dishes are usually held



Perma Sheen De Luxe cabinet sink

in the left hand and washed with the right, and it is easier to put the dish when washed on the left-hand drainboard. At the right of the sink, therefore, should be the work surface for stacking soiled dishes preparatory to washing. Storage for cleaning materials, etc., is most convenient if provided

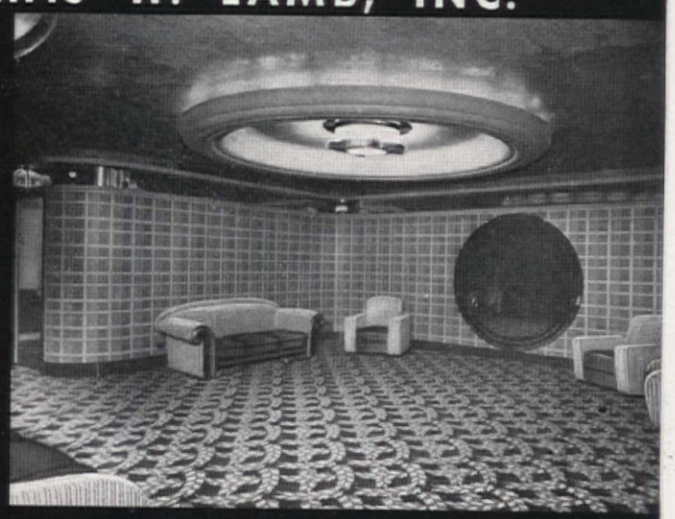
(Continued on page 112)

FRENCH CASINO ★ MIAMI BEACH ★ FLORIDA



ARCHITECTS: THOMAS W. LAMB, INC.





CARPET COUNSEL BY BIGELOW

BIGELOW WEAVERS

WORKING with the internationally known theatre architects and designers—Thomas W. Lamb, Inc.—has been our privilege on many occasions. Speaking of the French Casino project at Miami Beach, Mr. Lamb says his firm was very pleased with our cooperation—especially our preparation of numerous special carpet samples. The resulting patterns and colors exactly met the architects' wishes.

We've had so much experience in working with architects on projects of all kinds that our Carpet Counsel service will surely be helpful to you—whatever your problem. May we talk it over? Contract Dept., Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York.

Specify—

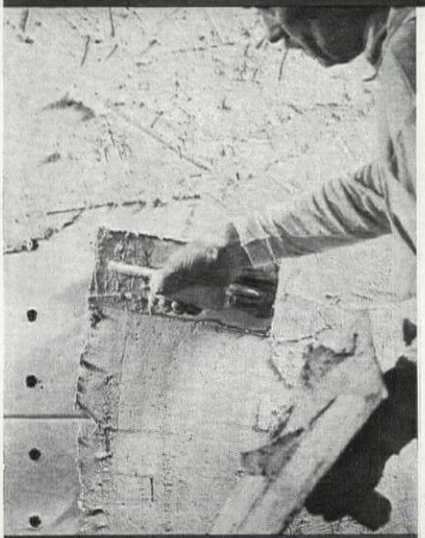
PERFORATED ROCKLATH

THE FIREPROOF LATH

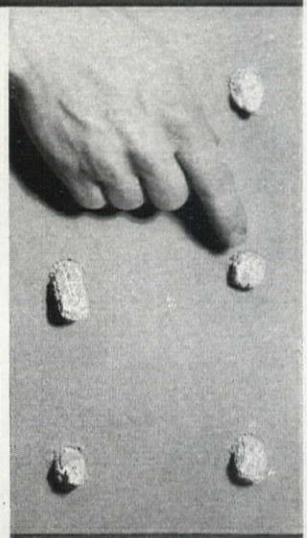
To Give Your Clients Strong, Crack-Resistant Walls and One-Hour Fire-Protection at Low Cost



Perforated Rocklath being applied to studs — goes up quickly, easily.



Red Top Plaster being applied to Perforated Rocklath.



Plaster penetrates holes—gets strong grip on back of lath.

■ Depend on Perforated Rocklath*, with its strong *double bond* for plaster, to give your clients not only a *better* but a *safer* job. Fire and water tests conducted at the Bureau of Standards proved that a Perforated Rocklath *partition*, plastered with one-half inch of gypsum plaster, *qualified for a one-hour fire rating*. Here is real fire protection available to all—through Perforated Rocklath's low price!

Perforated Rocklath presents one of the finest of bases for plaster. It is a sturdy, non-warping *fireproof* gypsum lath perforated with circular holes spaced at regular intervals. When plaster is applied, it penetrates the perforations and "keys" at the back, providing a "mechanical" grip in addition to the strong *natural* bond of plaster to gypsum lath.

Lathers like perforated Rocklath because the convenient size units fit standard framing for easy nailing, yet can be quickly scored and fitted around door frames, window openings and arches. Plasterers like it because it is easy to plaster over — the perforations "slice" the plaster from the trowel. And clients like it because it provides walls of great strength, rigidity and resistance to cracking—plus fire protection!

For all-around satisfaction—*specify Perforated Rocklath.*

These Products Used Together Make Attractive, Economical Interiors

PERFORATED ROCKLATH — The Fireproof Lath — plastered with
RED TOP* GYPSUM PLASTERS—Fireproof—Durable
TEXTONE*—for attractive textured surfaces of enduring charm
TEXOLITE*—the new principle paint for distinctive color schemes

* Registered Trade-Marks

SEND FOR NEW PERFORATED ROCKLATH FOLDER USG



UNITED STATES GYPSUM COMPANY
Dept. C-10, 300 West Adams Street, Chicago, Illinois
Please send me your new folder on USG Perforated Rocklath.

Name .....

Address .....

City ..... *State* .....

UNITED STATES GYPSUM COMPANY

There's a big *Paint* story for *You* in WHITE RUBBER PRODUCTS



TITANOX PIGMENTS are used by the rubber manufacturer when he seeks brilliant, lasting white or clear, clean tints for his products. He knows that these modern pigments give maximum whiteness and brightness, and that they resist discoloration by acids, alkalis and sun-light. His Titanox-pigmented rubber has beauty and sparkle with decided "eye appeal".

Paints properly formulated with Titanox pigments have these same characteristics. In addition they have unusual opacity, with power to hide any surface (even new, resinous wood) with a minimum of coats. They give flexible films that resist checking, cracking and peeling; are easier to apply because they do not thicken in the can; and make fine surfaces for refinishing.

Better paint manufacturers have gone "in a big way" for Titanox pigments in white and tinted primers and finishes for all uses, both exterior and interior. These better paints are the manufacturers' contribution to your greater satisfaction.



TITANIUM PIGMENT CORPORATION

Sole Sales Agent

111 Broadway, New York, N. Y.; Carondelet Station, St. Louis, Mo.; National Lead Co. (Pacific Coast Branch), 2240 24th St., San Francisco Calif.

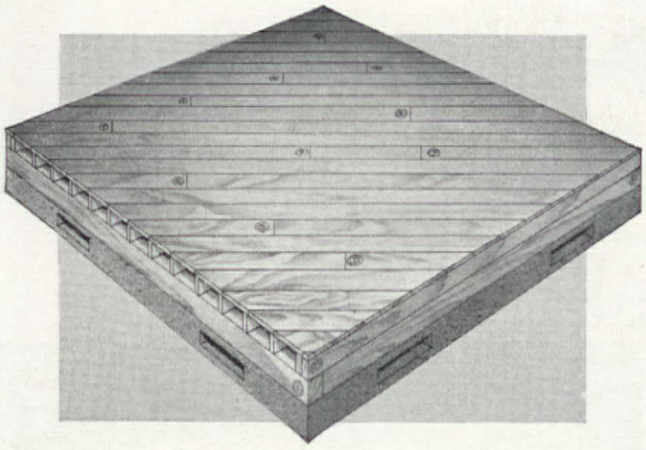
TITANOX — TRADE MARK

Technical Service

In the interest of better painting, our Service Department will be pleased to cooperate with architects and maintenance men on individual painting problems.

There is a Titanox-pigmented paint for every purpose:

READY MIXED HOUSE PAINTS... PASTE PAINTS... PRIMING COATS... FLAT WHITES... INTERIOR AND EXTERIOR ENAMELS... SEMI-GLOSS AND GLOSS PAINTS ... INDUSTRIAL ENAMELS ... MILL WHITES ... FLOOR ENAMELS AND DECK PAINTS



More than Sills, Joists, Subflooring

PROTECTION

for the Investment of Your Clients

The time for specifying Wolmanized Lumber* is when the plans are being made. It is then that the architect can give his advice concerning the dependable protection, and the moderate cost. And that makes it possible to obtain Wolmanized Lumber through any lumber dealer; delivery time is sometimes two or three weeks.

Wolmanized Lumber gives safe, sure protection. It looks and handles like ordinary wood, can be painted, stained, and nailed like ordinary wood, and yet contains the protective Wolman Salts* forced deep into the cells by great pressure. That means enduring construction, with a material that has all the versatility and adaptability of lumber. The risk of experimental materials is eliminated.

Using Wolmanized Lumber adds little to the cost, usually about 1% to the cost of an ordinary house, because it need be applied only at exposed points, such as sills, joists, subflooring, etc. Lumber dealers everywhere can supply it. If you would like complete information, write to AMERICAN LUMBER & TREATING COMPANY, 1425 Old Colony Building, Chicago.

This Brand Certifies Correct Treatment

WOLMANIZED CERTIFIED — PROTECTED AGAINST DECAY & TERMITES — A.L.&T.CO.

*Registered Trade-Mark

WOLMANIZED LUMBER
for Enduring Construction

PRODUCTS and PRACTICE

(Continued from page 108)

above and below this surface. The sink drainboard is ideally located to the left of the sink bowl (unless, of course, two drainboards are provided), with an additional work surface for sorting and stacking clean dishes adjoining. Storage space



Elkay stainless steel cabinets

for china and silverware is best placed to the left of the sink. Where the housewife does her own work, an excellent arrangement is to have the dish storage space open both into the kitchen, and into the dining room, with a two-way cupboard, thus simplifying the operation of "setting the table."

Range-Serving Center

The range-serving center should be located between the sink and the dining room door, preferably at right-angles to the



Curtis undersink cabinet

sink. At one side of the range—between it and the sink—there should be a work surface for minor mixing jobs. Above and below this surface, storage space may be provided for pots and pans, seasonings, etc., extra space being taken up by additional dish storage. On the other side of the range—between it and the dining room door—a work surface for serving cooked food should be provided. This is the best place for the storage of bread, cake, and other items which must be as convenient to the dining room as possible. Where

(Continued on page 116)

When and where to use CORK TILE FLOORS



Armstrong's CORK TILE provides quiet, comfortable floors of rich beauty

BECAUSE cork tile is a specialized type of flooring, it should be selected for areas where quietness and underfoot comfort are the most important qualities.

For instance, in museums, reading rooms, churches, high-class offices, and behind counters in stores, cork tile offers a combination of advantages found in no other flooring. Not exposed to heavy or gritty traffic in these areas, it will last for years.

Cork tile is also used where dignified decoration is desired, as in board rooms, smart shops, and restaurants. The three rich shades of brown combine harmoniously with fine furniture and woodwork.

Cork tile is quiet and restful because it provides an "air-cushion" floor. Each cork cell encloses a dead-air space that makes the tile resilient and quiet under impact.

Armstrong's Cork Tile is made of the best quality cork, compressed into firm but resilient tiles. Two types are available: beveled edge and squared edge. Beveled tiles are often preferred for decorative effect. Beveling also conceals unevenness in subfloors and makes sanding unnecessary. Because they require no sanding, beveled tiles can be supplied factory-finished with sealer, undercoat, and wax. Beveled tile also is winning favor as a wainscoting material.



In the brokerage office of Abbott-Proctor and Paine Co., Buffalo, floor is Armstrong's Beveled Cork Tile.



Peck & Peck shop in Cleveland, with floor of Armstrong's Beveled Cork Tile in two shades.

ABOVE: *This dignified floor of Armstrong's Cork Tile in the Indian Museum of Colorado Springs Fine Arts Center harmonizes with other interior appointments. It reduces noise and provides greater comfort.*

~ ~ ~

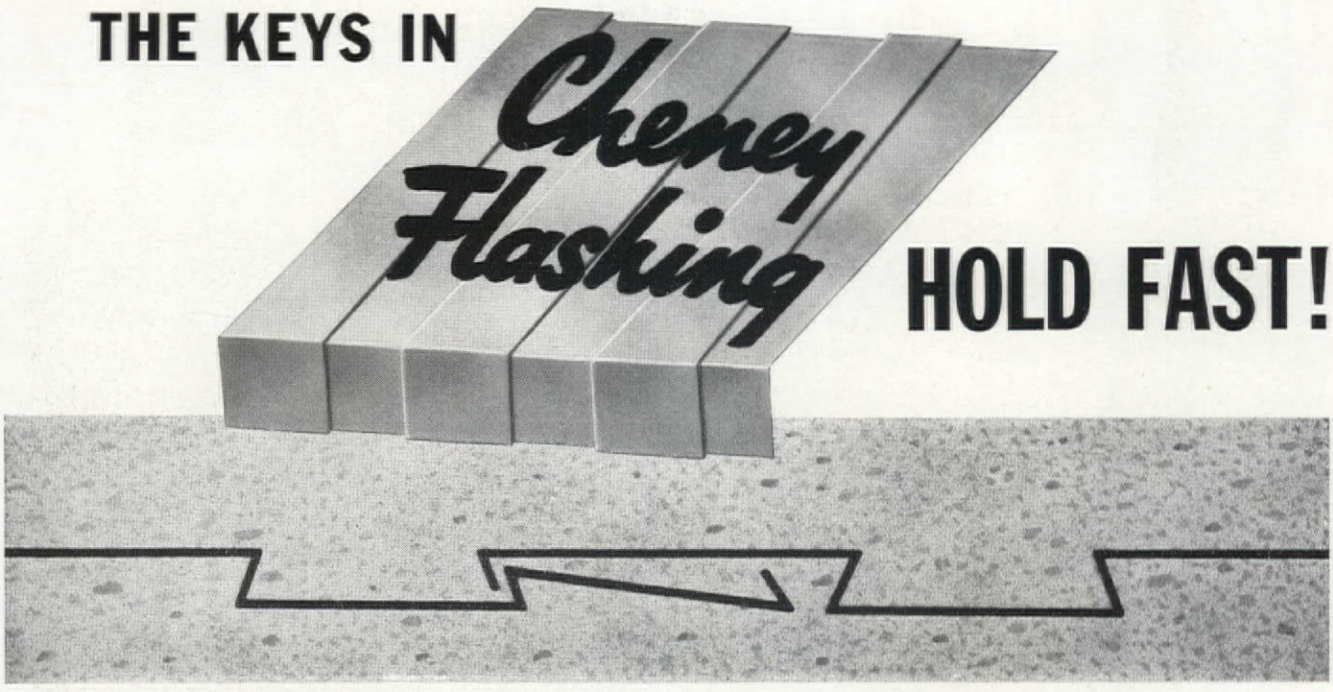
In addition to cork tile, Armstrong manufactures the *only* complete line of resilient floors—rubber tile, Accotile, Linotile, and linoleum. Therefore, our Architectural Service Bureau can offer unbiased suggestions as to the best type for any area. See the Armstrong catalog in Sweet's 17/54, or write now for a color-illustrated, file-sized copy of "Cork Tile Floors." Armstrong Cork Products Co., Building Materials Div., 1204 State St., Lancaster, Pa.

ARMSTRONG'S *Linoleum* *and* RESILIENT TILE FLOORS

LINOTILE · ACCOTILE · CORK TILE · RUBBER TILE · LINOWALL · ACOUSTICAL CEILINGS

LIKE A DOVETAIL JOINT

THE KEYS IN Cheney Flashing HOLD FAST!



CHENEY FLASHING gives complete protection to buildings on two important counts: 1. It provides perfect drainage, preventing leakage and seepage that would otherwise weaken and disfigure the structure. 2. It bonds in every direction within the mortar bed, its "Z" bends gripping the mortar like a dove-tail joint — at the same time automatically compensating for expansion and contraction.

The rigid counter-flashing face hugs the wall smoothly over the base flashing, assuring a neat job.

Use Cheney Flashing under coping stones, just above the roof line, over tops of cornices, through penthouse and rising walls, over doors and windows, under window sills, over concrete foundations where the first courses of stone or brick start upward, at all spandrel beams, and at all projecting belt courses. Cheney Flashing is supplied in standard sheets of even widths from 6 to 60 inches, length 42 inches, providing a 2-inch interlocking overlap which requires no soldering. Or it can be furnished formed and bent to shape at small extra cost. Packed 30 flashings to the case.

Patented Revere Thru-Wall Flashing may also be had at moderate prices. This is an effective as well as economical flashing, providing a bond in all lateral directions. Furnished in sheet form for cutting and forming to meet requirements.

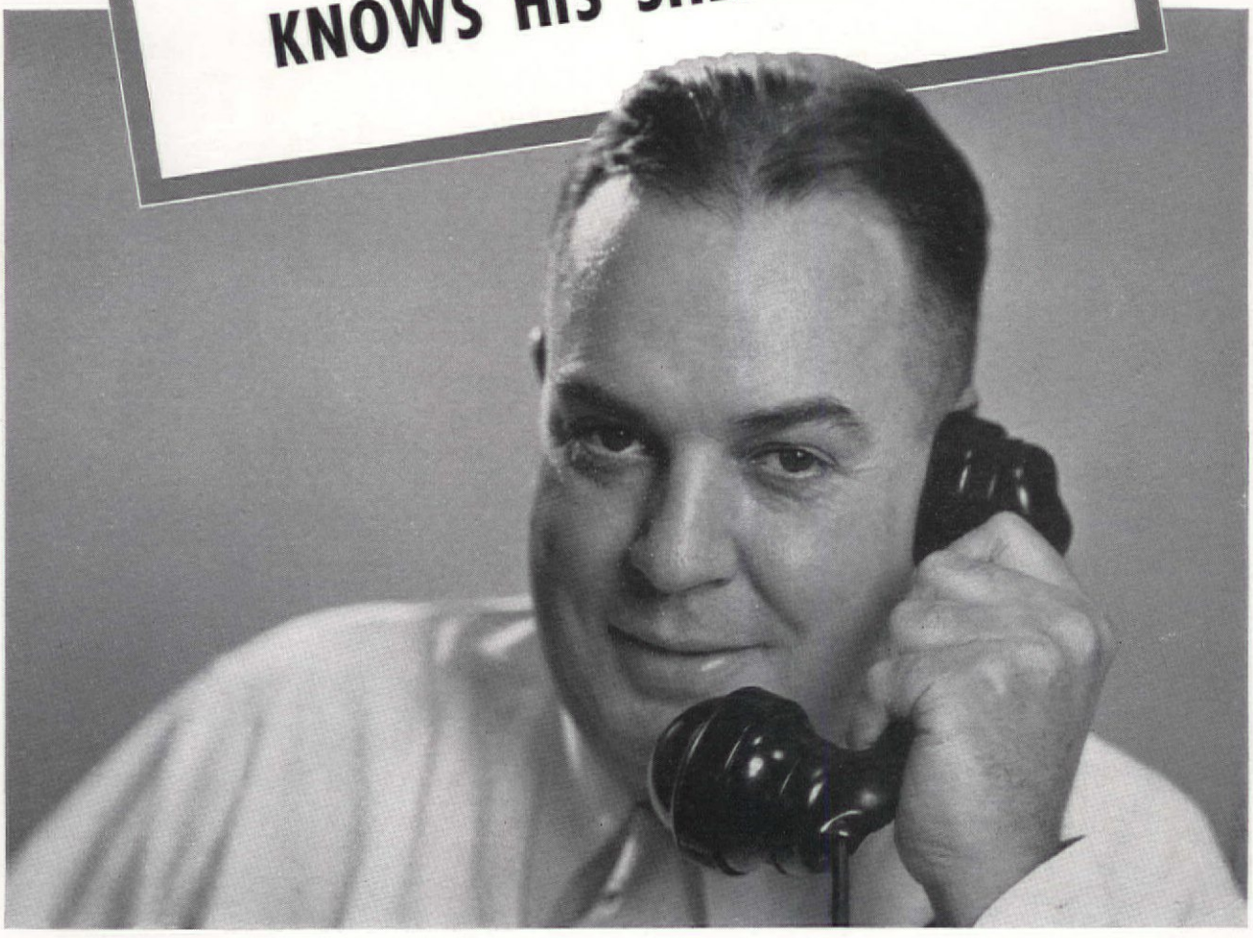
Revere Copper *and* Brass

FOUNDED BY PAUL REVERE 1801

INCORPORATED

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THE *Armco* REPRESENTATIVE KNOWS HIS SHEET METAL



• The ARMCO Representative is a sheet-metal expert. Being familiar with such things as analyses, sizes, gages, and surface finishes, he can help you select the one right metal.

He also knows the ARMCO Distributors, what they carry, and how to get what you want without loss of time—whether it be hot or cold rolled iron or steel sheets, galvanized Paintgrip, regular galvanized, enameling iron, or stainless steel — whether it be a few sheets or a carload.

And if yours is a special problem, he has behind him the completely-equipped ARMCO research laboratories — plus the wide production experience of the ARMCO mills.

You will find it is a good idea to have the name, address and telephone number of your ARMCO Representative handy, for quick and ready reference. Shall we give it to you?

Consult the ARMCO man freely, there is no obligation.

THE AMERICAN ROLLING MILL COMPANY
Executive Offices, Middletown, Ohio

ARMCO

ARMCO SHEET METALS

A grade for every need

SO YOU WON'T FORGET THIS MEMO . . .

MEMORANDUM

Be sure to look into that new Oil-O-Matic product—the Williams Oil Burner—the one engineers say is the peer of any high pressure oil burner at any price.



CLIP this entire ad and save it as a reminder. That slight act will probably save your clients hundreds of dollars. For if it introduces you to the Williams Oil Burner, it will introduce you to the product you have been looking for . . . a great oil burner . . . backed by the greatest name in home heating . . . and with a wide public acceptance due to vigorous national advertising.

The Williams Oil Burner is on display at your nearest Oil-O-Matic dealer.

WILLIAMS OIL-O-MATIC HEATING CORPORATION

World's Largest Specialists in Temperature Control

Dept. 1015, Bloomington, Illinois

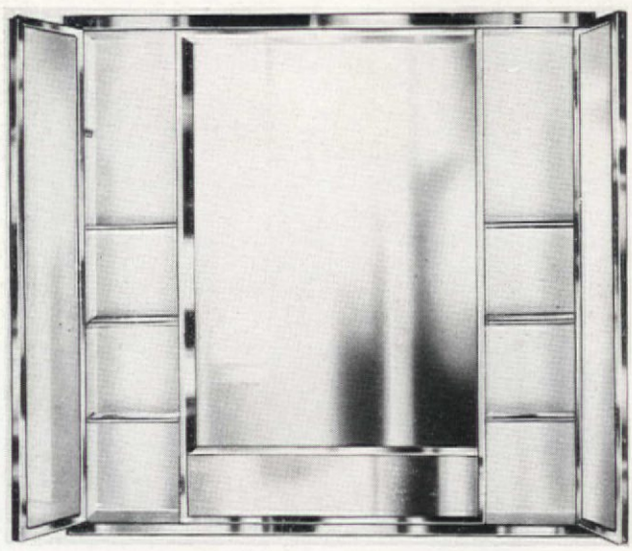
PRODUCTS and PRACTICE

(Continued from page 112)

space permits, it is a good idea to omit storage space over the range, since such space is not particularly accessible and there is always the possibility of damage from steam and grease at this point.

CAPACITY

It is now generally conceded that kitchen capacity should be determined more by the size of the dwelling than by



Miami de luxe Imperial bathroom cabinet



llg kitchen ventilating fan installed over window *Harry E. Clark*

specific family needs. This is because the possibility of resale of the house must always be taken into consideration. Kitchen capacity based on an estimate of the maximum number of persons likely to occupy the house at a given time, duly tempered with an allowance for specific family entertainment habits, is unlikely to be very far out of the way. Current practice in "streamline" kitchen design, with continuous cupboards above and below the counters, is more likely to result in too much than too little storage capacity, and the housewife herself is generally a pretty good judge of average family requirements so far as the sizes of the refrigerator, sink, and range are concerned. A glance at the kitchen space in the typical Pullman dining car, where more food is prepared at each meal than most families ever require, indicates that in this matter of capacity there is a good deal of leeway in either direction.

(Continued on page 120)

IT COSTS THE ESKIMO NOTHING TO INSULATE HIS IGLOO



Because his igloo is effectively insulated, an eskimo keeps warm with the heat generated by a seal-oil lamp. Yet the ice blocks, snow, sod and skins with which he insulates his home cost him nothing except the effort of getting them.

IT COSTS A HOME OWNER NOTHING

TO INSULATE HIS HOME



• To install a Kimsul blanket, fasten one end to the header or plate between studs, then draw the free end down, like a roller shade, and nail to sill.

• Because civilized home owners *buy insulation,* instead of wresting it from nature, it is sometimes considered as an expense . . . yet *good insulation actually costs the home owner nothing.*

In new homes complete insulation reduces heating requirements so materially that the *saving on the heating plant usually pays the entire cost* of insulation.

In homes that are already erected insulation pays for itself in just a few years through the savings on fuel.

These facts are even more apparent in homes constructed with or modernized with KIMSUL.

KIMSUL, because of its high thermal efficiency, increases the initial saving on the cost of the heating plant . . . extends the yearly fuel savings over more years because of the permanent protection it offers . . . *and, because of a most important development, it reduces the original cost to a point where the initial investment is dramatically lessened.*

KIMSUL

Reg. U.S. and Can. Pat. Off.

A UNIQUE EXPANDING

BUILDING INSULATION

KIMBERLY-CLARK CORPORATION (Kimsul Division), Neenah, Wisconsin

Established 1872

NEW YORK, 122 East 42nd Street CHICAGO, 8 South Michigan Avenue

LOS ANGELES, 510 West Sixth Street

Get the facts about KIMSUL. Use coupon for copy of folder: "A Most Important Development in Building Insulation."

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Specifications that don't die



Subsidiary of
KENNECOTT
COPPER CORPORATION

CHASE BRASS

on the vine . . . (*from poor deliveries*)

CHASE knows that jobs don't wait for men or materials—without adding to costs, without reducing profits.

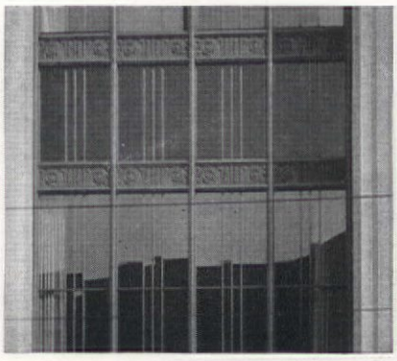
Today—nineteen Chase Warehouses are strategically located from coast to coast to give jobbers the kind of delivery service their customers need—to give you protection against the headaches of slow deliveries, the pitfalls of "second-choice" substitutions.

Whether it be Copper Tube for heating or water lines, Plumbing Fixtures, Brass Pipe, Flashing, Gutters and Downspouts, Olympic Bronze for boilers and tanks—if Chase makes it, the chances are Chase has it *in stock!*

CHASE



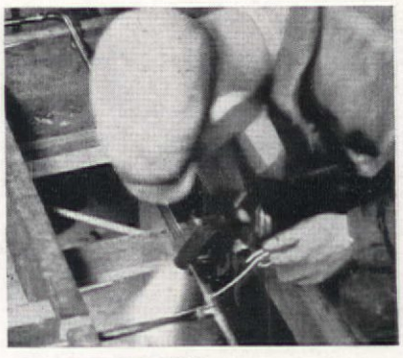
CHASE PLUMBING FIXTURES
Chase bathroom fixtures are made in two distinctive designs ("Doric" and "Round"), with matched accessories.



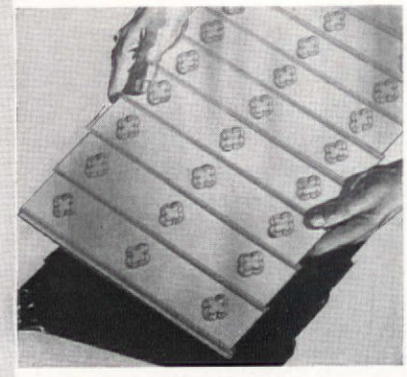
CHASE EXTRUDED BRONZE SHAPES
Architectural Bronze offers lightness of weight . . . economy . . . and shapes for all types of bronze work.



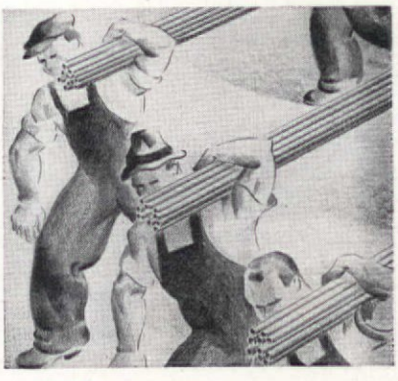
CHASE COPPER ROOFING PRODUCTS
All Chase gutters, downspouts, heads, elbows, ridge rolls and flashings are full weight *16 ounce copper.*



CHASE COPPER TUBE
Water lines will not clog with rust, if they are Chase Copper Water Tube and Chase Sweat Fittings.

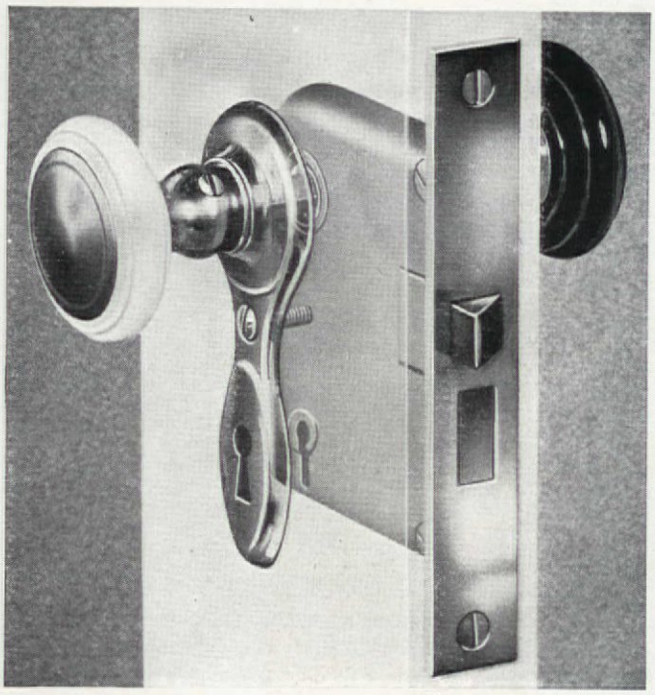


CHASE COPPER THRU-WALL FLASHINGS
Directs water to face of wall. Prevents masonry discoloration and inside wall leaks. Made of 16 oz. copper

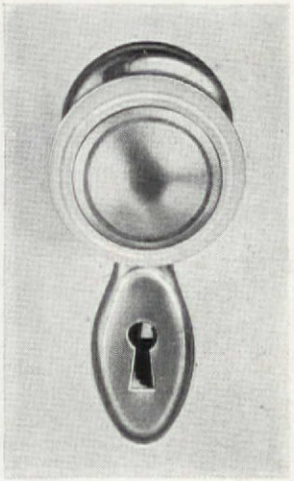


CHASE BRASS PIPE
When the job calls for brass pipe, Chase Red-Brass Pipe is the best brass plumbing pipe obtainable.

& COPPER CO. INCORPORATED WATERBURY CONNECTICUT



NEW *Unifast*



The PRACTICAL SECTIONAL TRIM

For the first time since the thin door became a standard, Lockwood's new version of the rose and key plate design makes this old favorite practical to specify. In place of the five short screws formerly needed for this design, only one screw is used to secure the Unifast combination of rose and key plate. This is a single machine screw that passes through the wood into a tapped hole in the lock itself, anchoring the escutcheon firmly and simplifying installation.

Write for complete details of this new Lockwood development—or let us send a representative with samples.

LOCKWOOD

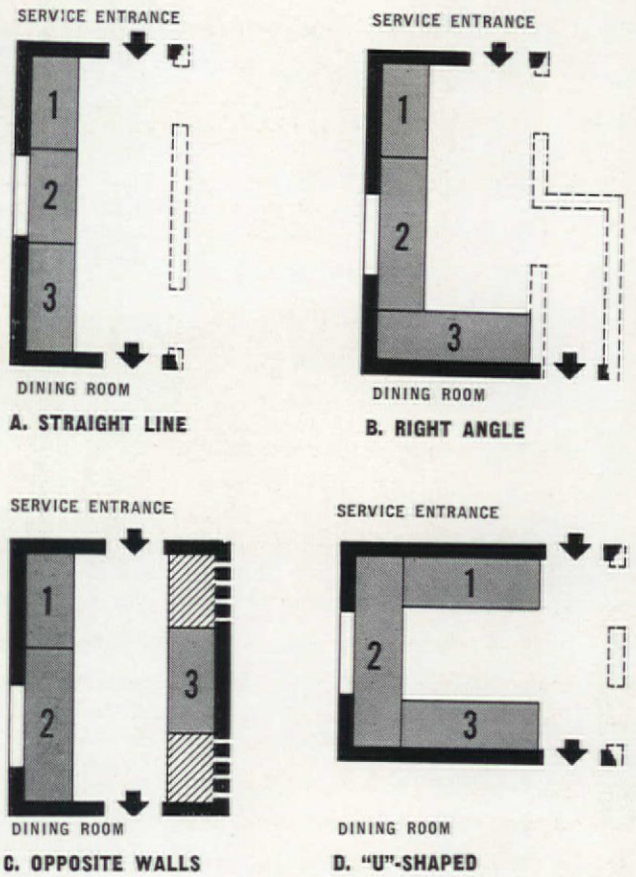
LOCKWOOD
HARDWARE MFG. CO.
Division of Independent Lock Co.
FITCHBURG, MASSACHUSETTS

PRODUCTS and PRACTICE

(Continued from page 116)

ARRANGEMENT

Given the basic work-center-sequence described above, the objective of kitchen arrangement—besides fulfilling the requirements of the general house plan—should be the grouping of adequate work centers in the most compact form possible. In arranging the kitchen, the interrelation between all of the various work centers, in addition to the simple relationship between adjoining centers, must be taken into account. Thus while the refrigerator is the first item in the work-center-sequence, and therefore furthest from the dining room door, it must also be considered that properly this fixture should be as convenient as possible to the range-serving center.



KITCHEN ARRANGEMENT

Four groupings of the various work centers are practicable, as shown above: the "straight-line" plan, the "right-angle" plan, fixtures on opposite walls, and the "U" plan. Each grouping has certain features which recommend it. The "U" plan, however, is clearly the most compact, and approaches most nearly the ideal relationship between the various work centers. These basic arrangements are, of course, merely schematic, and are subject to considerable variation in actual practice. Choice of an appropriate schematic arrangement should be merely the first step in laying out the kitchen. In making this choice, a good thing to remember is that the larger the kitchen, the more consideration should be given to the problem of compact grouping. For this reason, the "straight-line" arrangement should probably only be used in the kitchen of small size.

(Continued on page 124)

Another Great Stride Forward!



JANITROL UNIT HEATERS OFFER ARCHITECTS 5 OUTSTANDING NEW ADVANTAGES

1. GREATER EFFICIENCY...with the exclusive new Janitrol combination switch and thermostat.
2. INCREASED PROTECTION...with the new and exclusive Janitrol device for automatic blower operation eliminating any possibility of overheating.
3. NEW QUIET IN OPERATION...heat exchanger of non-resonant alloy...new-type quiet fan.
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5. HANDSOME APPEARANCE...new improved design...attractive finish...all 14 models uniform.

Maximum freedom in architectural planning ...Janitrol gas-fired Unit Heaters have been specified by architects in thousands of installations. Completely automatic...Easy to install ...Economical to operate.

Write for architect's file-folder of complete information.

the new **Janitrol** **GAS-FIRED UNIT HEATERS**

ALSO GAS BOILERS • GRAVITY HEATERS • CONVERSION BURNERS • WINTER AIR CONDITIONERS

SURFACE COMBUSTION CORPORATION, TOLEDO, OHIO

To architects who like to specialize:

[and to those who don't]





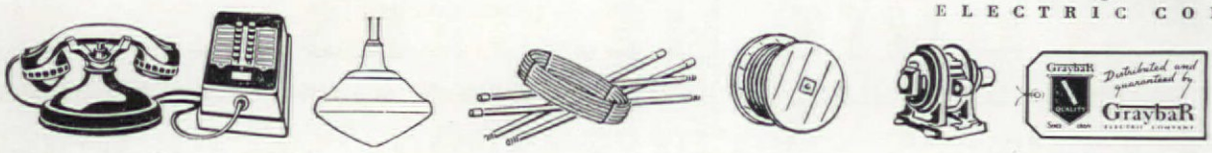




To architects who prefer to specialize in a particular type of work, Graybar offers the support of an electrical supply service geared to meet the special needs of your job . . . At the same time, it is not limited to this. Graybar can supply practically any electrical item for *any* job, large or small. It can deliver electrical materials to the job quickly, conveniently, and economically. It can help you maintain time-schedules. Furthermore, Graybar backs every item with a reputation for quality that goes back 68 years. Your electrical contractor will tell you that materials furnished by Graybar meet the most rigid requirements.

OFFICES IN 83 PRINCIPAL CITIES. EXECUTIVE OFFICES: GRAYBAR BUILDING, NEW YORK, N. Y.

GraybaR
ELECTRIC COMPANY



A Publisher Takes the FLOOR

When plans were being made for the decoration of the offices of Philip Battelle, publisher of Western Home Furnisher magazine, it was agreed that an atmosphere of rich, modern simplicity would be most becoming. Quite naturally, a floor of Sloane-Blabon Custombilt Tile was chosen to contribute to the harmony of the entire room scheme.

Today, visitors who view these offices on the tower floor of the New Western Furniture Exchange & Merchandise Mart in San Francisco call them the showplace of the building. The splendid Bleached Mahogany and Indian Red tile colors, with six-inch Black Marble Border and one-inch feature strips of Plain Tan and White, combine to give a striking effect.

Quietness, cleanliness and comfort also are a part of this gratifying Sloane-Blabon installation. We invite architects, builders, managers and executives to consider the smart advantages of this type of resilient floor when planning to build or remodel. Write to us.



Sloane-Blabon Custombilt Tile Floor, planned by Rucker-Fuller Co., installed by West Coast Linoleum & Carpet Co., San Francisco, Cal.

Sloane-Blabon

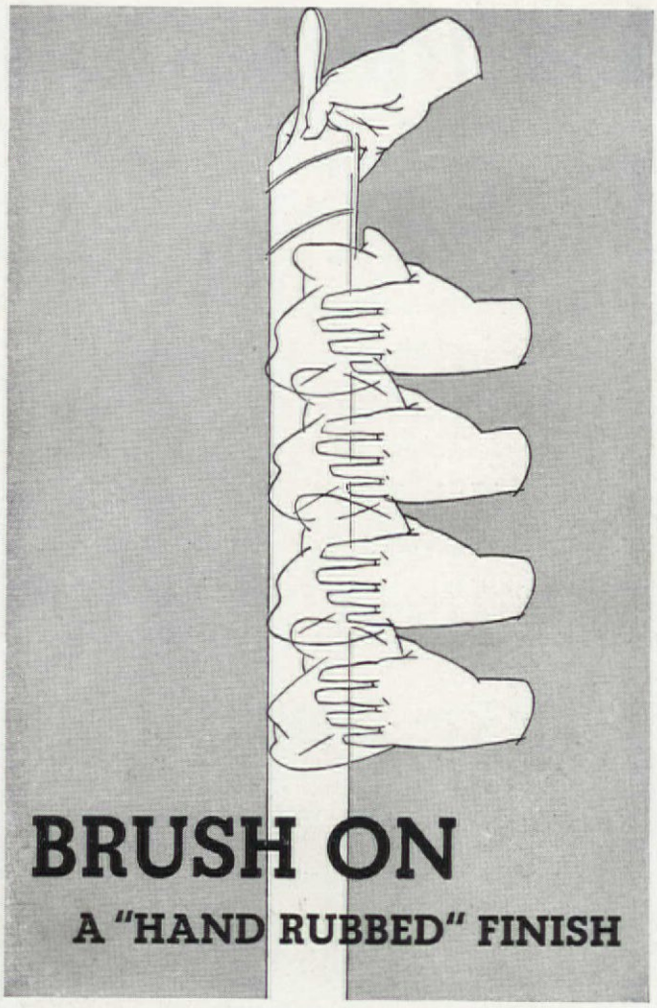
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FLOOR COVERINGS

STRAIGHTLINE AND MARBLETONE INLAID LINOLEUMS
GENUINE INLAID LINOFLOR RUGS AND YARD GOODS
BATTLESHIP, PLAIN AND JASPÉ LINOLEUMS • CORK CARPET
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BRUSH ON
A "HAND RUBBED" FINISH

Architects everywhere will welcome the news that you can now get a *finer* hand-rubbed effect on interior trim work without any of the usual labor. Berry Brothers new Liquid Granite Satin Gloss Varnish today makes this possible.

Eliminates rubbing—cuts cost

Here is a revolutionary finish coat that requires no mixing and dries to a beautiful velvet sheen within a few hours. And because there's no need to rub it, you definitely reduce labor costs and working time. Liquid Granite Satin Gloss is also water-proof, mar-proof and withstands abuse to a remarkable degree.

Make your own test

Try this unusual product at the earliest opportunity. Learn—first hand—what superior results it gives. You'll agree, Berry's Satin Gloss is a worthy addition to the famous Liquid Granite line—America's First Family of Varnishes since 1858.

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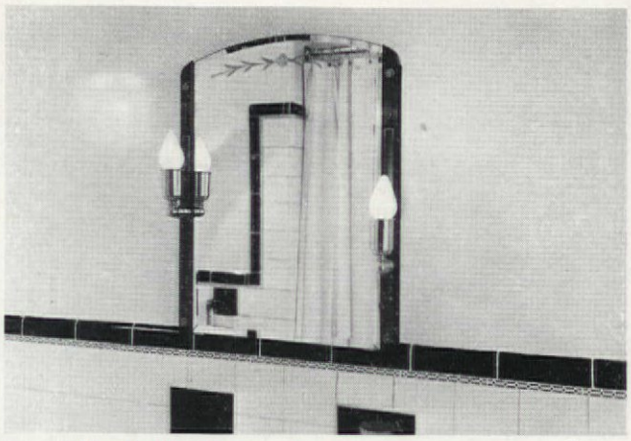
PRODUCTS and PRACTICE

(Continued from page 120)

BATHROOM PLANNING

One room in the house more susceptible to standardization than any other is the bathroom. Every bathroom contains substantially the same principal fixtures performing the same functions. Fundamentally, bathrooms vary only as to size and degree of elegance, and as to function in the house plan as a whole.

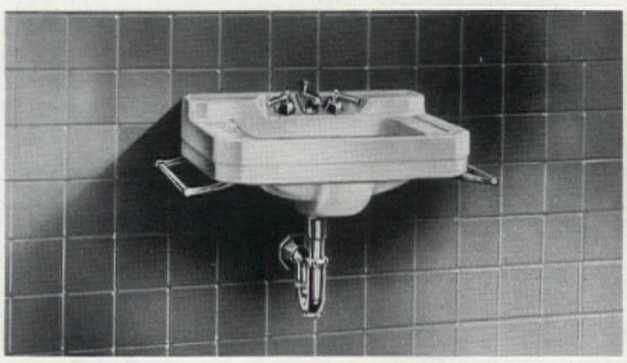
There are three basic types of bathrooms in general use: private, semi-private, and family bathrooms. Private bathrooms are designed for use by only one or two persons, and



Faries "Edge-Lite" bathroom cabinet

are generally attached directly to a bed- or dressing-room. Semi-private bathrooms usually serve three or four members of the family or guests, and are located between adjoining bed-rooms or accessible from one or more bedrooms and the hall. Family bathrooms are used by the entire family and usually open only into the hallway.

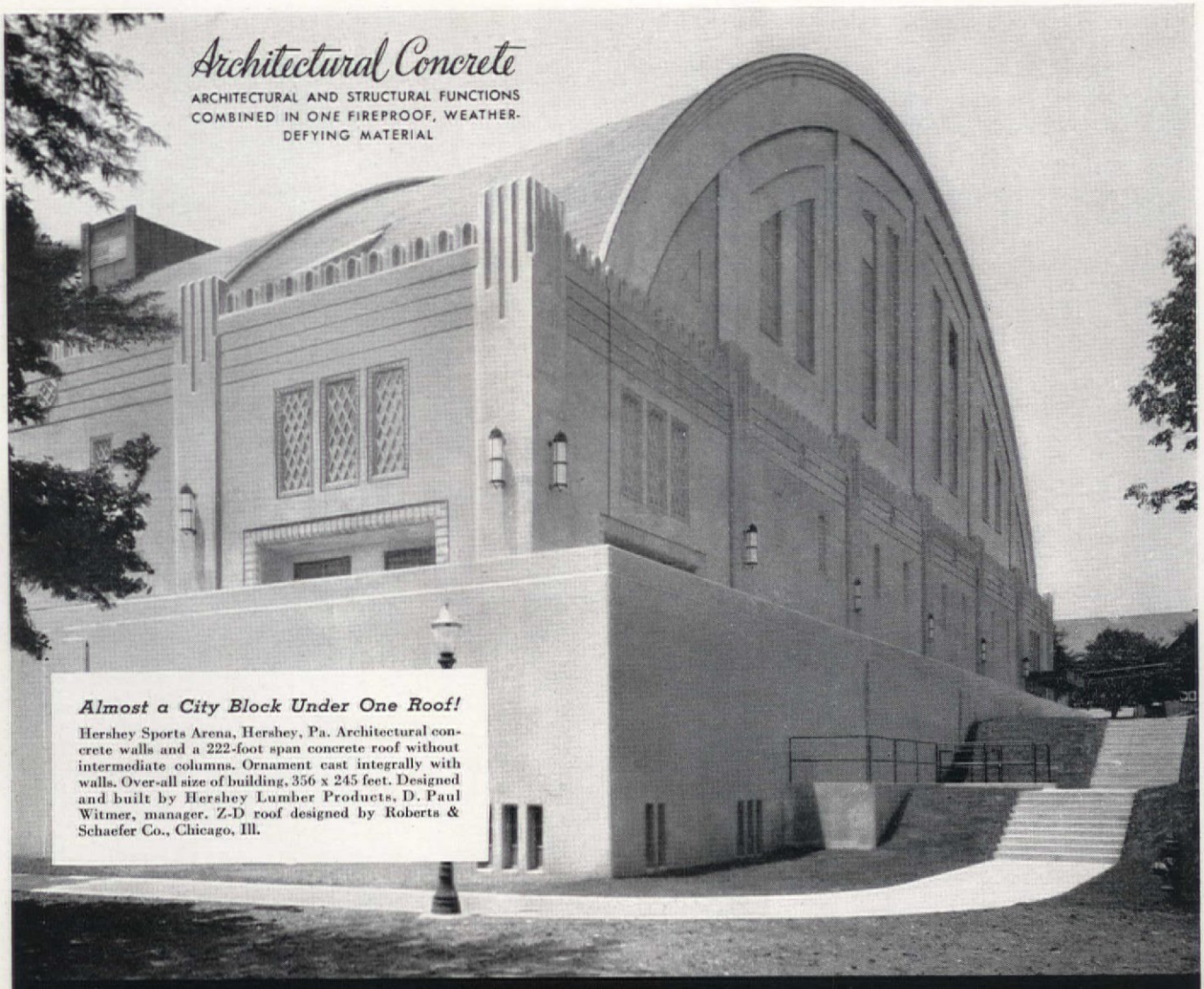
While each of the above types is a more or less distinct planning problem, there are several general principles which apply equally to bathrooms of all kinds. Best known is the fact that the most practical and economical way to arrange a bathroom



Case "Cosmette" lavatory, 14 in. by 20 in.

is to locate all of the fixtures on one long inside wall, with a narrow end of the room against the outside wall. Equally well established is the principle that bathrooms should be as compact as feasible, not only so as to save space, but also to reduce the amount of the relatively costly finish material usually employed in this room. Another point to remember is that the proper location of the door and window in the

(Continued on page 128)



THIS NOTABLE EXTERIOR IS MOLDED IN WEATHER-DEFYING CONCRETE

There are two good reasons for looking twice at Hershey Sports Arena. It has America's largest single-span concrete roof. And its exterior is molded in Architectural Concrete.

Concrete is an ideal medium for exterior walls. It is adaptable in any architectural style. It gives the draftsman freedom in design; he knows that concrete can be molded into the most intricate shapes, or cast in pleasing plain surfaces having any desired texture.

Concrete's first cost is low. Maintenance, very low. Older installations show that you can unhesitatingly specify it in any North American climate.

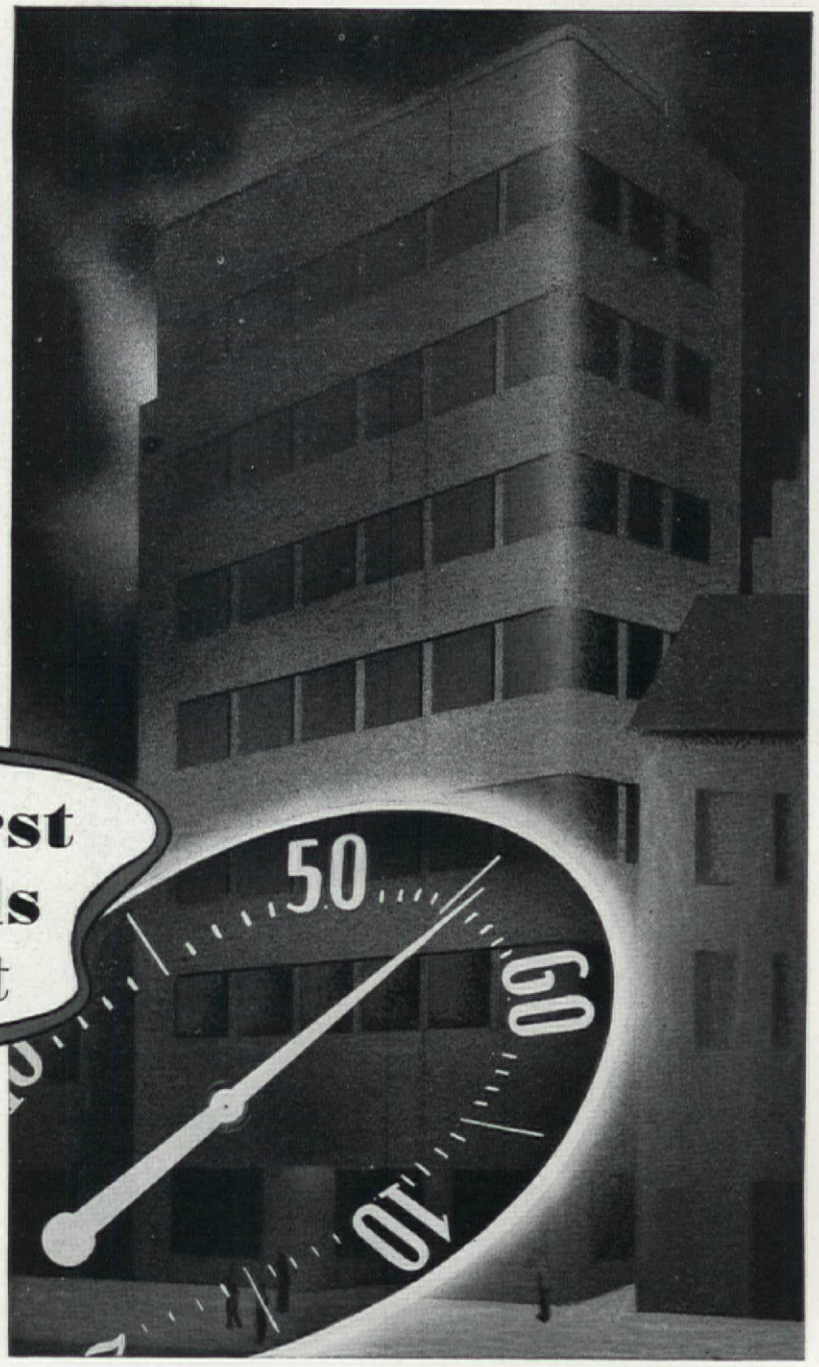
Let us send you the manual, "*Forms for Architectural Concrete*," as a help in considering this material for your next building.

•

PORTLAND CEMENT ASSOCIATION
Dept. 10-7, 33 W. Grand Avenue, Chicago, Ill.

A National Organization to Improve and Extend the Uses of Concrete.

When a building is plunged into darkness



it's the first 60 seconds that count

WHEN a crowded building is unexpectedly thrown into darkness the first minute is the critical time. It is not the darkness that causes damage . . . it is the actions of terrified people. That is why it is so important to have emergency lighting equipment that functions instantly, independent of the human element, and independent of the normal electric supply.

The utility companies take every precaution, but cannot control the effects of storms, floods, fires, street accidents and similar occurrences. Privately owned plants, no matter how carefully planned and operated may also have interruptions that render Exide emergency lighting essential.

An Exide Keepalite Emergency Lighting Battery System operates instantly and automatically upon any interruption of the normal electric current supply, providing abundant light for a single room or an entire building. It is economical and absolutely dependable. Why not write for Don Graf's Data Sheets giving full details?

THE ELECTRIC STORAGE BATTERY CO.
Philadelphia
The World's Largest Manufacturers of Storage Batteries for Every Purpose
Exide Batteries of Canada, Limited, Toronto

Refer to Sweet's Catalogue Section 27/1

Exide
Keepalite
EMERGENCY LIGHTING SYSTEMS
$150 AND UP

MAIL THIS COUPON

THE ELECTRIC STORAGE BATTERY CO.
1902 W. Allegheny Ave.
Philadelphia, Pa.

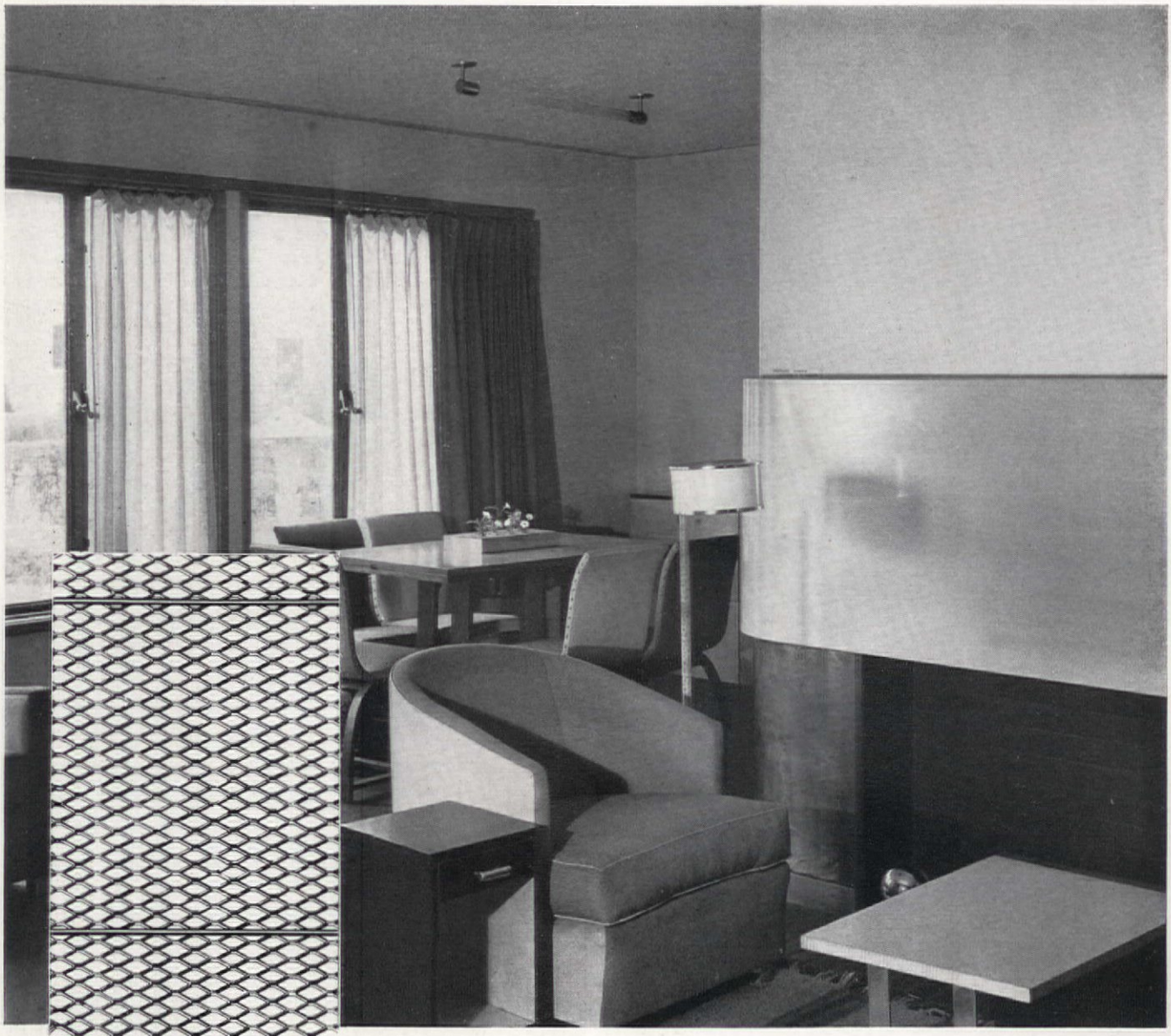
Send me, without obligation, new Bulletin and Don Graf's Data Sheets on Exide Emergency Lighting

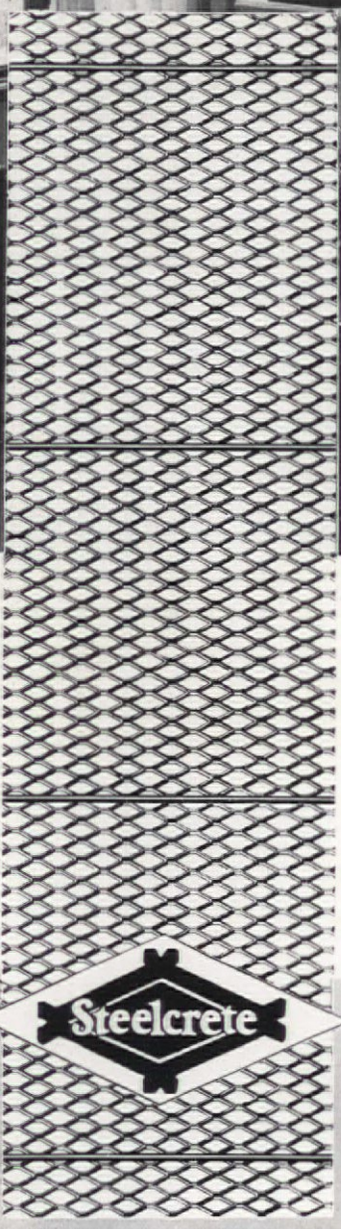
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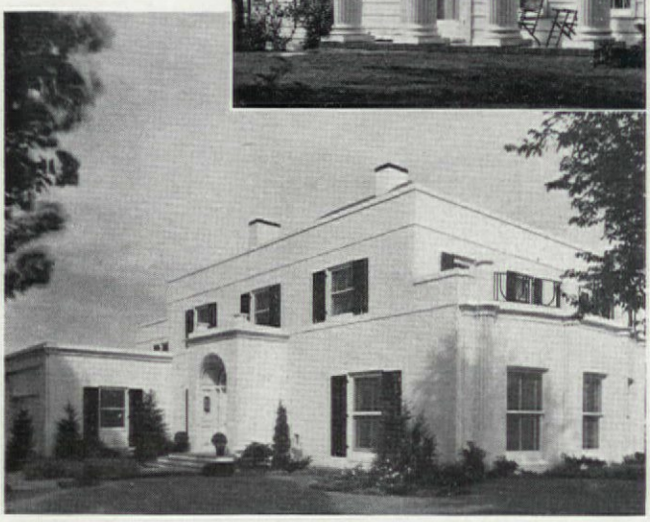
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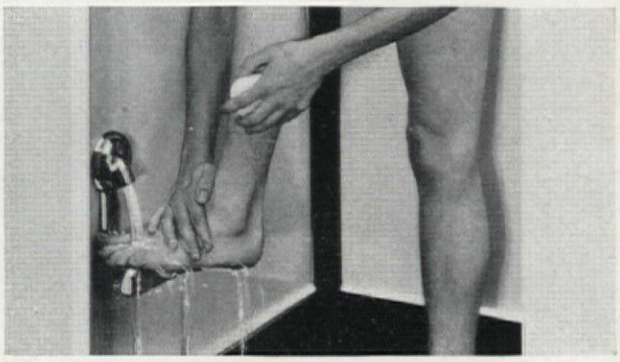
Cabot's DOUBLE-WHITE and Gloss Collopakes
(COLLOIDAL PAINTS)

PRODUCTS and PRACTICE

(Continued from page 124)

bathroom plan is just as important as the position and arrangement of the plumbing fixtures.

Planning the private bathroom presents no special problems of any importance. Only one door is required, and the fact that at most only two people are likely to use the room makes a compact form perfectly adequate. This type of bathroom may be attached to either a maid's room, guest room, or the principal master bedroom. Thus except where the owner desires additional fixtures or wants to create a luxury effect, the typical minimum bathroom is satisfactory for the purpose.



Foot Bath for shower stalls, Henry Weis Manufacturing Co.

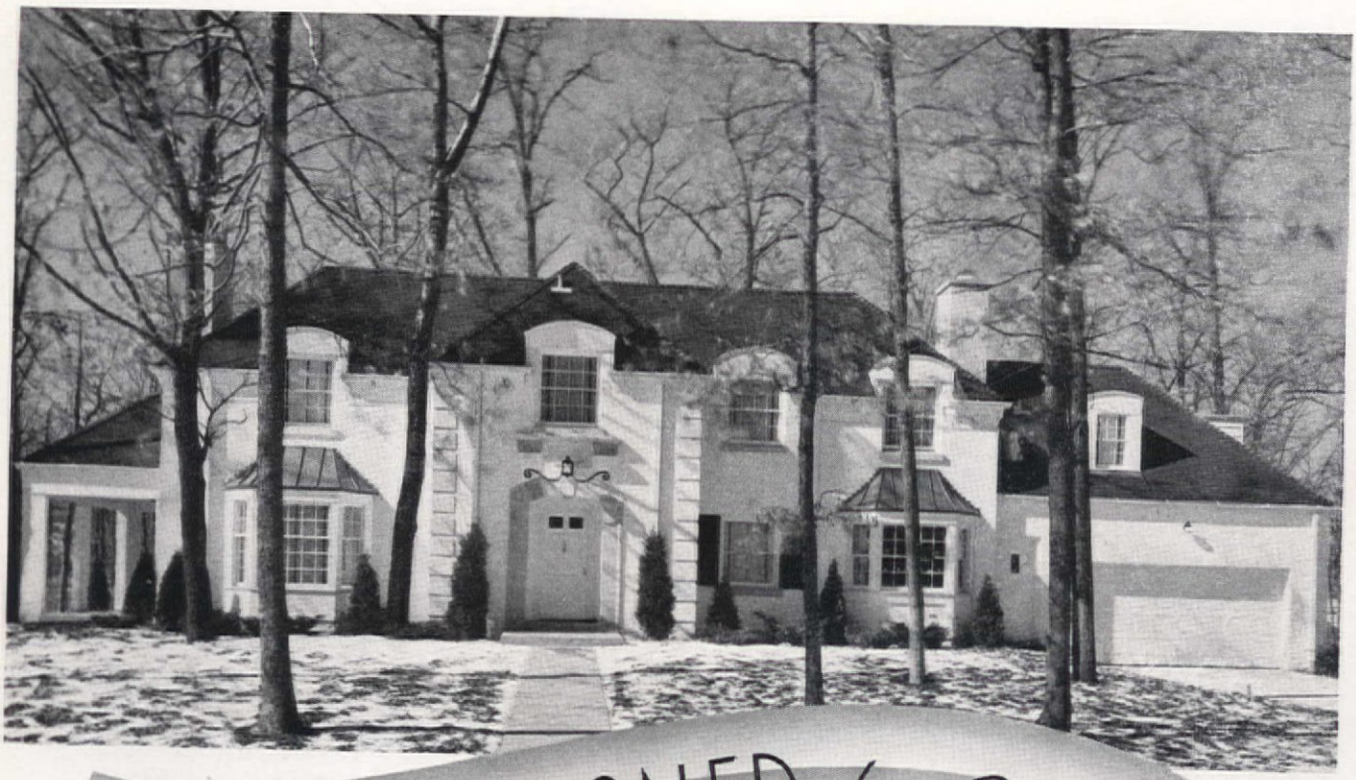
The semi-private bathroom is often difficult to design, particularly when more than one entrance must be provided. The more or less standard arrangement for bathrooms of this type, in which the fixtures are placed on opposite sidewalls and the two doors at either end, has earned general disfavor because of the ever present nuisance of locking and unlocking the doors. It is now considered better practice to provide a short hall or vestibule between the bedrooms, with a single door opening from it into the bath. Where this scheme is employed, the problem of keeping the doors properly locked is largely eliminated, and the layout of the bathroom itself considerably simplified.



Speakman shower head

Architects are just beginning to realize that the satisfactory design of the family-type bathroom for the one-bathroom house is the most difficult problem of all. It is now recognized that the typical minimum three-fixture bathroom is hardly adequate for the needs of the average family, and that extra space in bathrooms of this type is highly desirable. Many believe that some means of separating certain of the fixtures should be provided, in order to divide the load during the pre-breakfast rush hour. This may take the form of placing the toilet in a separate compartment, in the English manner, with or without an additional washbowl, or of separating the tub from the toilet and washbowl. Of the two arrangements, the latter is probably the more satisfactory, since it permits any member of the family to dawdle in the tub for as long as he likes without interfering with the use of the other fixtures. Connecting doors are usually provided

(Continued on page 132)



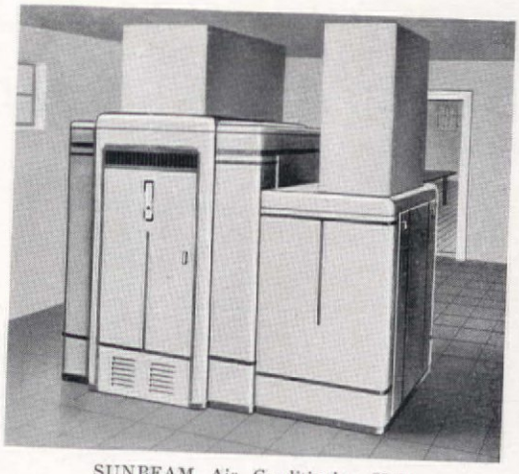
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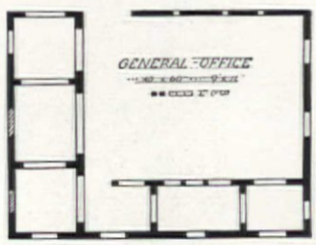
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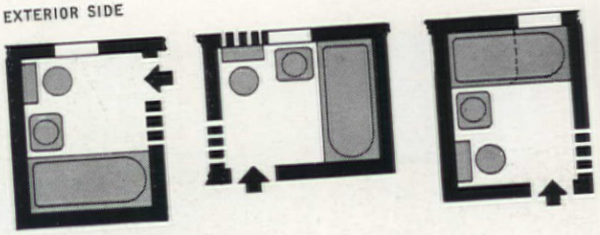
(Continued from page 128)

between the two compartments, which may be left open except when more than one person must use the room.

Location of Fixtures

Planning the typical three fixture bathroom involves the proper location of five elements: the door, the window, and the fixtures themselves. A great number of combinations of these elements is theoretically possible, but most of the basic principles involved in their proper grouping can be analyzed in terms of relatively few examples. The important thing to discover is not how many possible variations of a general theme can be arrived at, but rather what the factors are which determine the choice of one or another general type of arrangement.

EXTERIOR SIDE

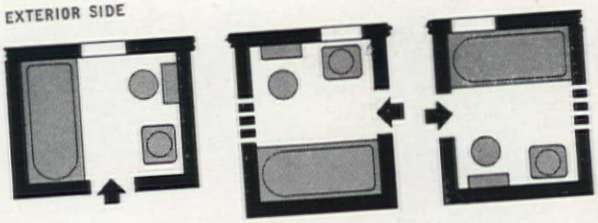


FIXTURES ON ONE WALL

The illustrations show three general groupings of the three fixtures, and a variety of locations for the door and window with each of the general types. These groupings may be classified as: "fixtures on one wall," "fixtures on opposite walls," and "fixtures scattered." Examples of divided bathrooms, with the toilet or tub in a separate compartment are also shown, as well as two bathrooms of the "luxury" type, one with a square tub and one with a tub and stall shower. These examples by no means exhaust practicable combinations, but they have been chosen because they illustrate most of the factors important in bathroom planning.

The first, and most economical grouping of the fixtures is on a single wall. Where proper location of the door and window is feasible in connection with this arrangement, it is probably

EXTERIOR SIDE



FIXTURES ON OPPOSITE WALLS

the best and most economical way to arrange a minimum three-fixture bathroom. Unfortunately, unless the window is placed over one of the fixtures, this calls for location of the entrance to the bathroom at right angles to, and abutting the wall containing the window. Such an arrangement of the door is not always possible, owing to controlling factors in the general plan. Where such is the case, it is necessary either to place the window over the toilet or washbowl, or over the tub, and neither arrangement is entirely satisfactory. Where this objection is felt to be of sufficient importance, use of

(Continued on page 138)

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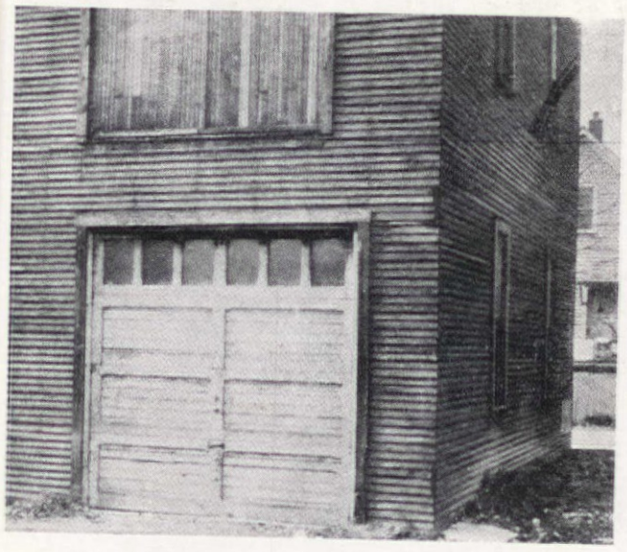
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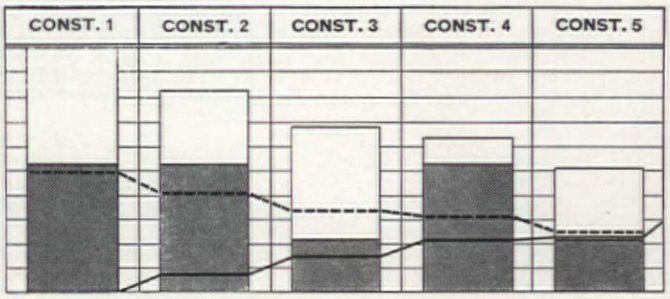
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Shaded part of each bar indicates percent of heat lost through doors and windows—Plain part of each bar shows percent of heat lost through the solid wall—Dotted line shows point on each bar at which ratio of heat loss between the two would be in balance—Solid line shows percent increase in cost over the first wall to produce results shown for each wall



Detail analysis of this chart on balanced insulation sent free on request

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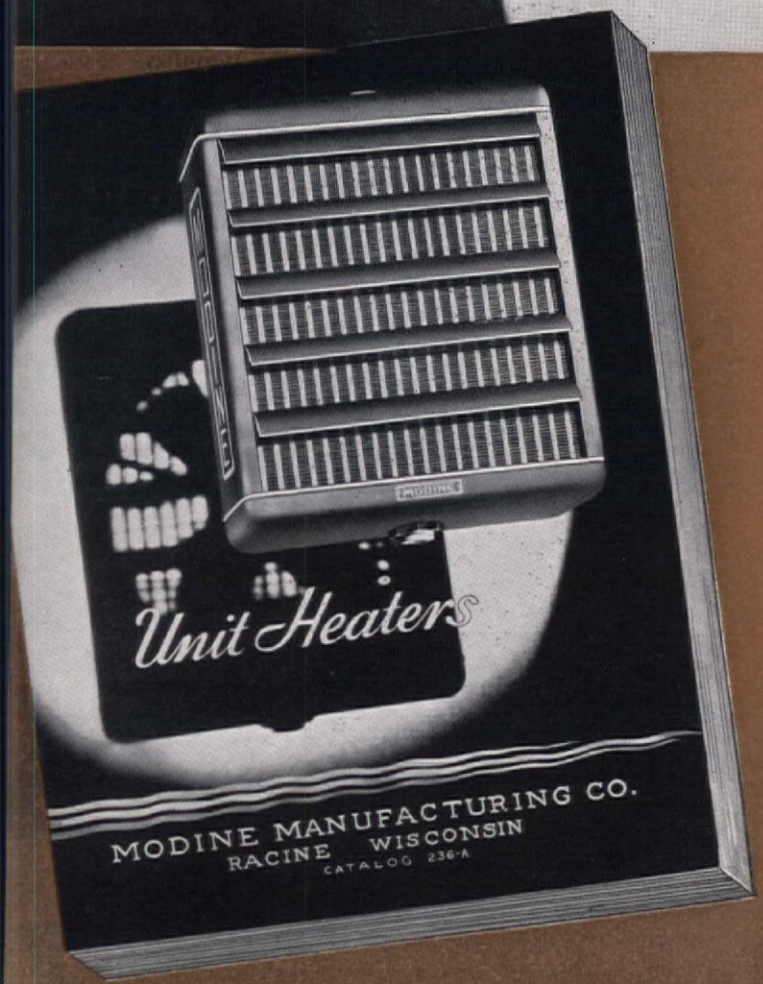
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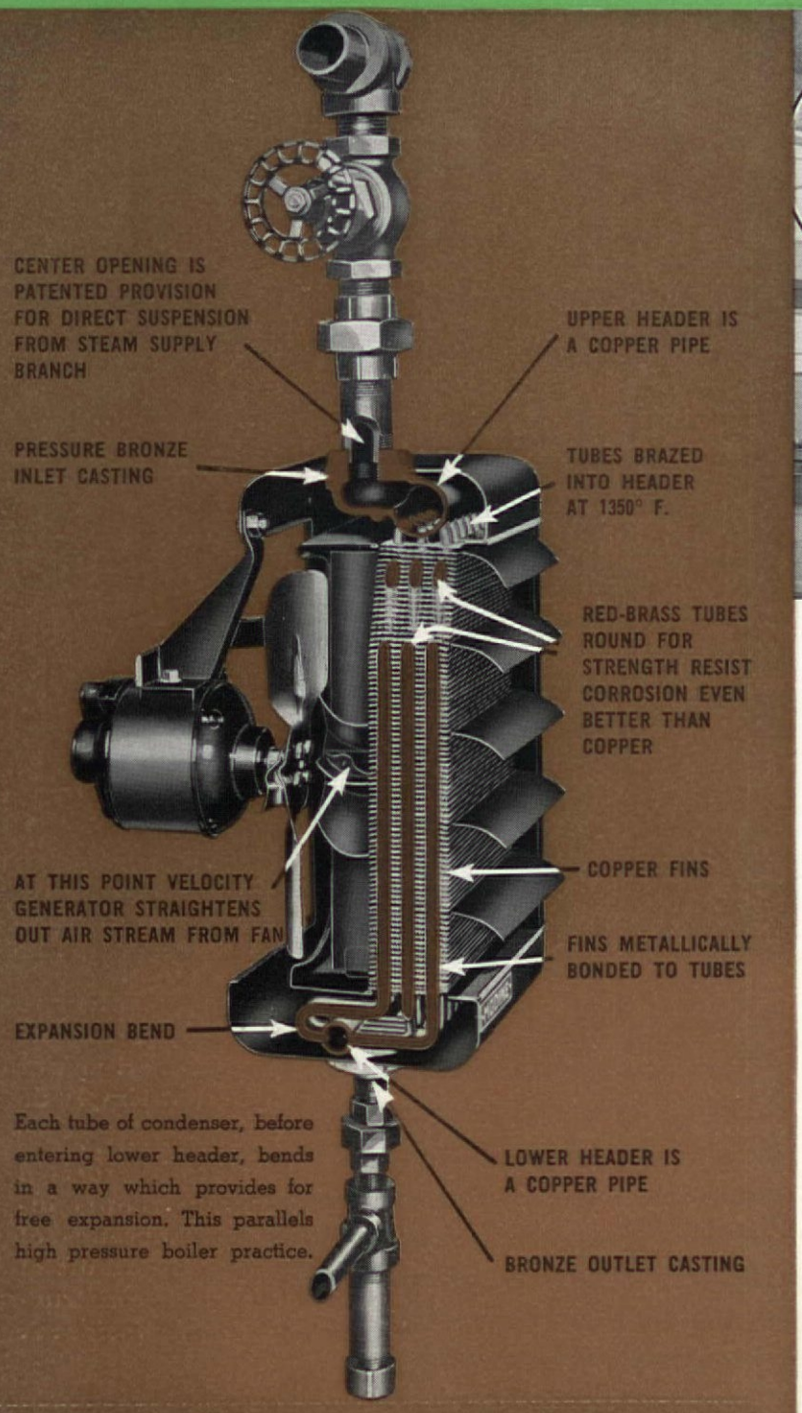
Firm.....

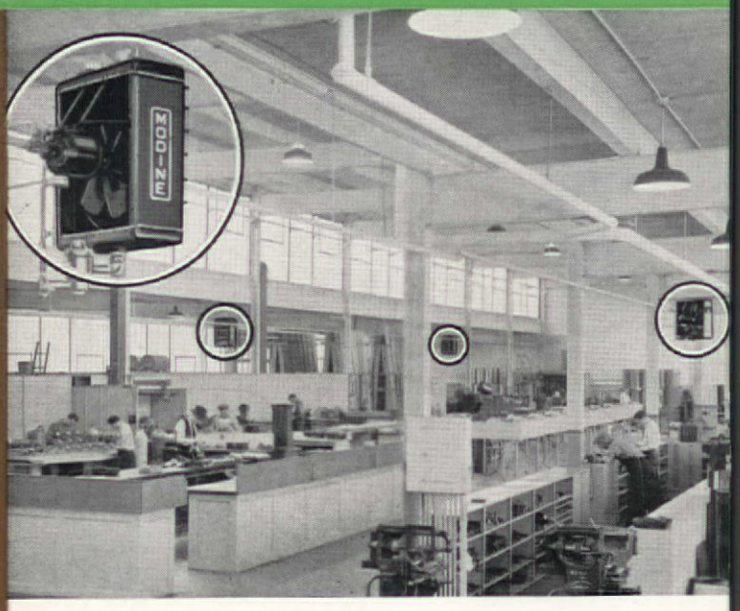
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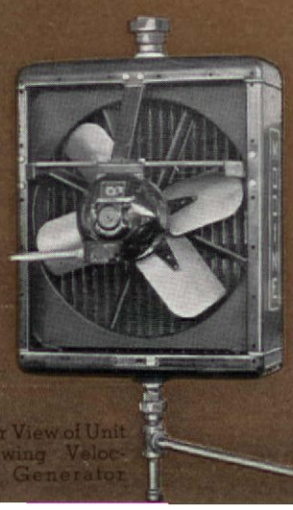
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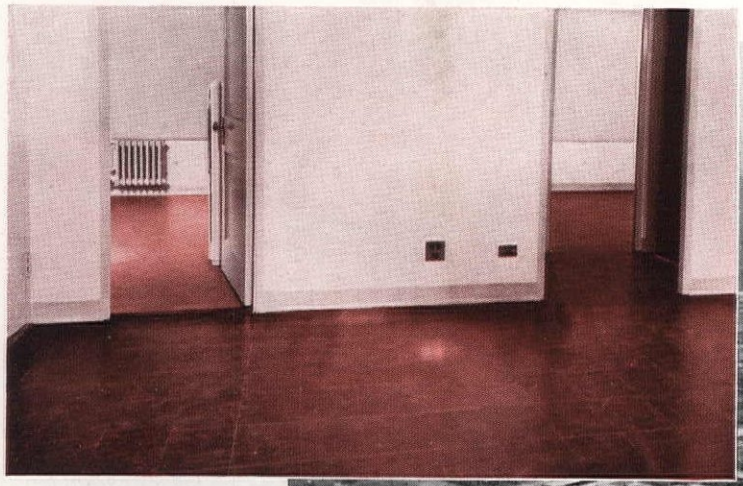
Rear View of Unit Showing Velocity Generator

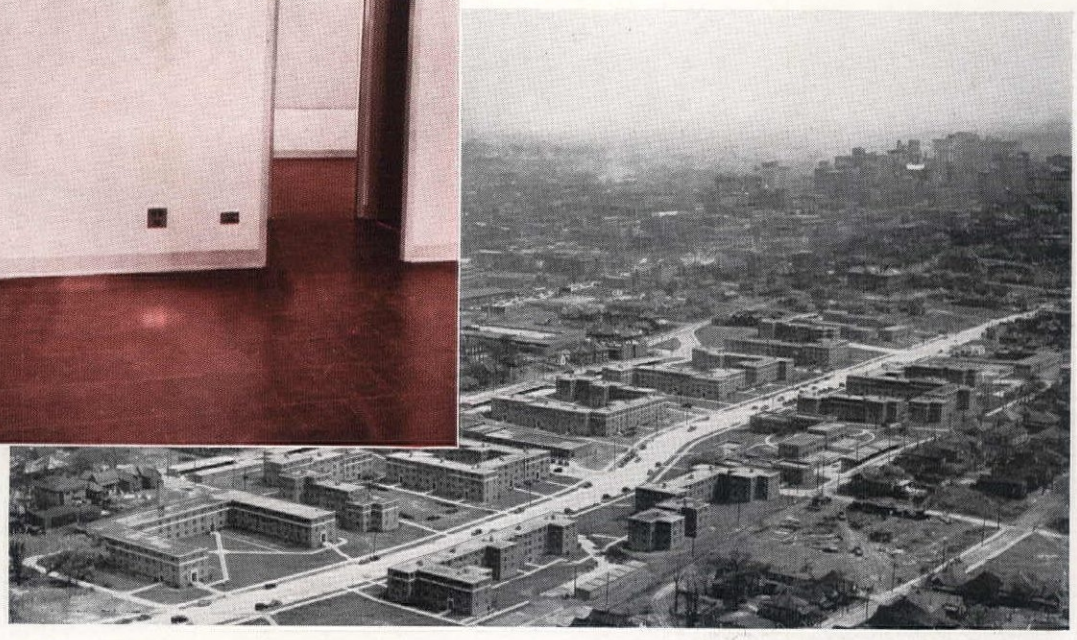


Rear View of Condenser Showing Expansion Bend Construction

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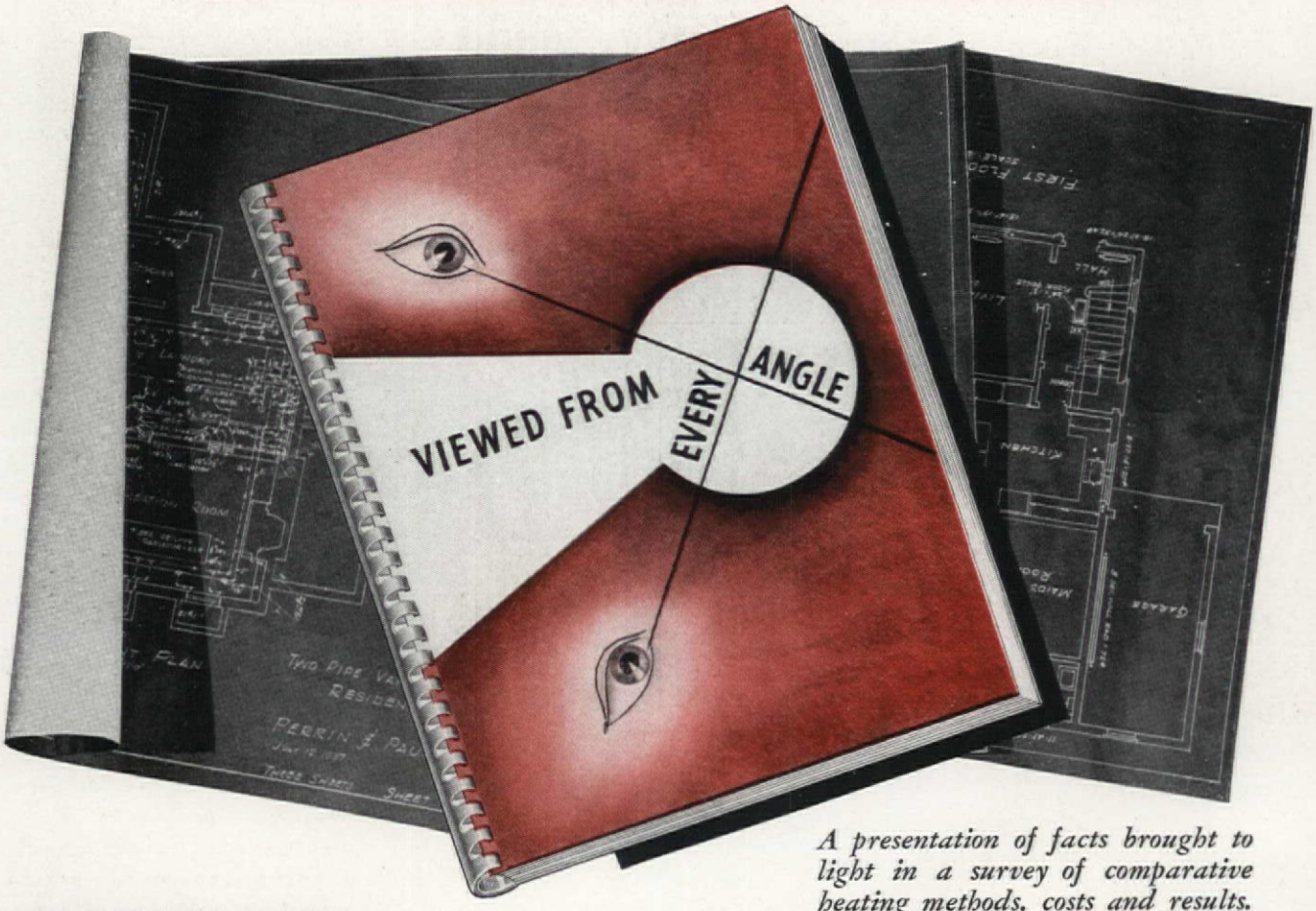
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Every length of J & L pipe is made in Jones & Laughlin mills. The steel is produced from ore and coal from J & L owned mines. We know what goes into our pipe. We control its manufacture completely. And we inspect it carefully during manufacture.

These are the reasons we say, "Your plans can best be carried out with J & L pipe". . . for the piping job you will be proud of.

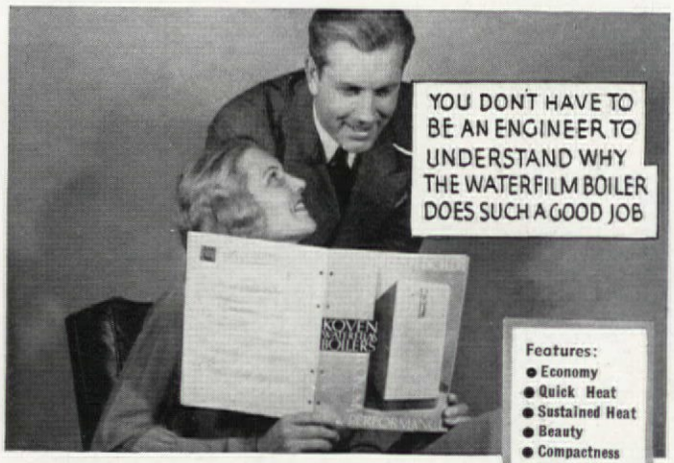
Other J & L Construction Products:
Bars, Shapes and Plates . . . Steel Piling . . . Structural Shapes . . . Nails . . . Tie Wire . . . Junior Beams . . . Lightweight Channels . . . Fabricated Structural Work.



To help you, we have prepared the J & L Tubular Products Data Book. This 134 page book gives detailed specifications and properties of J & L pipe, together with valuable application data for engineers and contractors. Write for your copy.

JONES & LAUGHLIN STEEL CORPORATION
PITTSBURGH, PENNSYLVANIA
MAKERS OF HIGH QUALITY IRON AND STEEL PRODUCTS SINCE 1850

Easy To Understand Features



of the KOVEN WATERFILM BOILER

Appeal to the untrained mind as well

Clients, generally untrained to follow a technical description of a product's operating principles, can quickly and easily understand the reasons why the KOVEN WATERFILM BOILER will give an economical, efficient heating performance.

The candle test convincingly illustrates for them why Quick Heat is obtained by placing the generators (containing a small volume of water) above and at right angles to the heat travel. And they can also appreciate how the remaining large volume of water in the boiler will retain heat longer. The two features combined give simple proof of the savings in fuel cost the KOVEN WATERFILM BOILER can affect for them.

The simplicity of the KOVEN WATERFILM BOILER'S operating principles, the attractiveness and beauty of the De Luxe jacket designed by Gustav Jensen and its quality construction are important reasons why architects are specifying its use. They know it assures their clients the utmost in heating satisfaction.



Send today for detailed information and catalog.

WATERFILM BOILERS, INC.
154 Ogden Avenue
Jersey City, N. J.

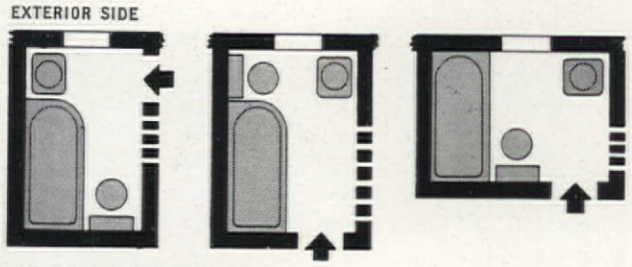
A KOVEN PRODUCT

PRODUCTS and PRACTICE

(Continued from page 132)

the one-wall arrangement of the fixtures must be limited to those cases in which the door and window may be related in the manner first described.

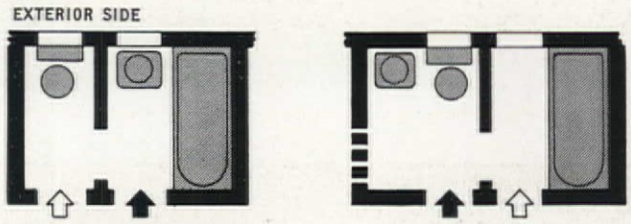
Still another possibility which exists is that of turning the tub parallel to the wall on which the fixtures are placed, thus



FIXTURES SCATTERED

providing a corridor to a window at the end opposite the door. Objections to this are that it produces an awkwardly long, narrow room, is wasteful of space, and makes the problem of curtaining the tub-shower more difficult.

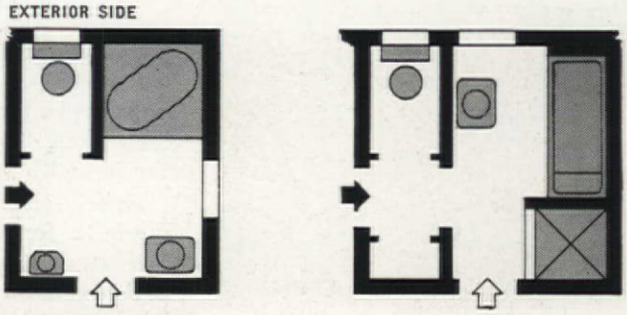
The second basic fixture arrangement is on opposite walls. Where—as in the examples illustrated—the toilet and wash-bowl remain together on one wall and the tub occupies the



DIVIDED BATHROOMS

wall opposite this does not greatly complicate plumbing and sometimes makes possible a more generally feasible arrangement of the door and window, since they may be located opposite one another. When this arrangement is employed with two entrance doors to the room, however, it is again necessary to place the window either over toilet or wash bowl, or over the tub.

The third type of layout is that with scattered fixtures. All sorts of groupings come under this heading, only a few of the



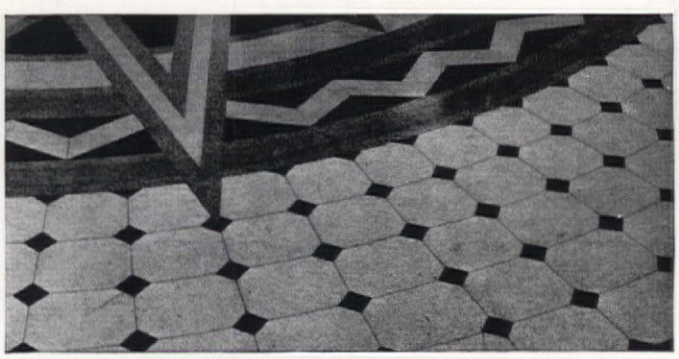
"LUXURY" TYPES

more compact of which are shown. Such arrangements require more complicated plumbing than either of the first two types, and should only be used when analysis of the controlling conditions indicates that neither type one nor type two will solve the problem, or for some other specific reason growing out of the general plan or the desires of the client.

SEE HOW *Versatile* TERRAZZO IS...



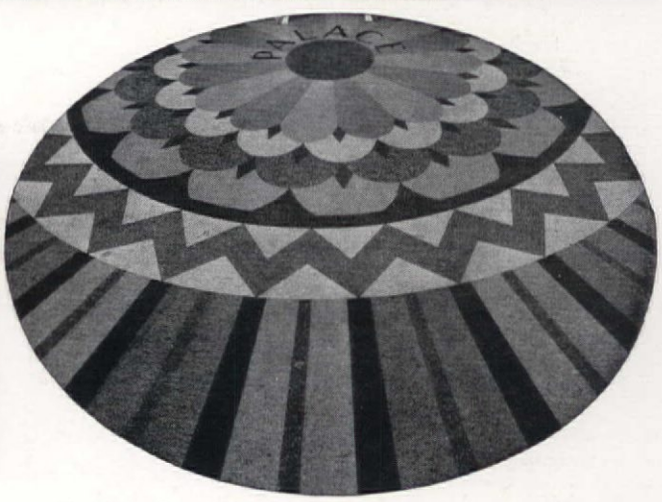
Whether it be food or flooring, good taste is essential to a restaurant. Here good taste in flooring was achieved with interesting terrazzo—beautifully designed, inviting, hard to mar, easy to keep clean.



Durability is the first order of a public floor. In this public building, terrazzo fulfilled that demand . . . and added rich beauty as well.



For ornamental work terrazzo performs a two-fold service—it allows free rein in creating design—it can be made to harmonize perfectly with existing decorative themes.



How to get a lobby floor that's attractive, that can take the constant punishment of scuffling feet, yet be easy to maintain —that was the problem of this theatre. Like thousands of other theatres, they found the answer in *terrazzo*.

★ ★

Terrazzo has the durability of marble and concrete. It is richly, *permanently* beautiful. Comparable in cost with other high-grade floorings. Inexpensive to maintain. And terrazzo allows you absolutely free rein in design and color schemes. Detailed information and established specifications for terrazzo may be obtained from The National Terrazzo and Mosaic Association, 1406 G Street, NW, Washington, D. C.

THE NATIONAL TERRAZZO AND MOSAIC ASSOCIATION

LETTERS

(Continued from page 70)

Integrated Houses

Forum:

Under Newsletters, Los Angeles, your August *Building Reporter* carries activities and conclusions attributed to me which will bear some clarifying. My activities in the technological research which the small house problem so direly needs are not to be confused with the "promotional" approach to a solution which is so often attempted in the typical "demonstration home."

Alert industry leaders agree that the small house and its future development are industry problems in the broadest sense. As members of the industry, the architects cannot escape their share in the solution of the small house without sharing the blame which attaches to so many of our modest dwellings due to inferior design experience and ability.

It appears most plainly that the findings of our Los Angeles Chamber of Commerce Small House Research Committee, and the conclusions of similar studies can only find demonstrable economies in a sufficient number of houses to permit of such integration and interchangeability of elements as will reduce the installed costs of such elements in the individual buildings. I would be among the last to attempt to develop or prove technological improvements in a single building, however well dressed up with "publicity and advertising."

"The Integrated House" in the April FORUM embodies the clearest thinking which has been published on the subject in the past twenty years. All elements of industry could profitably make of it their "handbook" for the future . . .

PAUL DEHUFF

Los Angeles, Calif.

Unit Heaters

Forum:

In our opinion, the article on *steam* unit heaters which appeared in your August issue unintentionally leaves the impression that *other* types of unit heaters are not widely accepted.

In actual practice, the field for steam unit heaters and gas-fired unit heaters are reasonably well defined. If a factory or industrial plant already has an efficient central steam plant of ample capacity and which is located near enough to the place to be heated so that excessive piping is not required, the steam type of unit heater is the obvious answer. If such a central steam heating plant does not exist, or if the place to be heated is remote from the heating plant, then the gas-fired unit heater is the more logical choice. Also, even where the central steam heating plant does exist, gas-fired unit heaters are frequently used as an auxiliary system because heat may be required in certain parts of the plant when the steam plant is not in operation.

The growth of the gas-fired unit heater business has been amazingly rapid during the past few years. In addition to industrial applications, thousands of installations have been made in retail stores and shops, in practically every line of retail trade, thereby indicating an acceptance well in keeping with all other modern methods of heating.

L. C. KERRICK

Surface Combustion Corp.
Toledo, Ohio.

Forum:

. . . By omitting information on Clarage Unit Heaters from the article on this subject, appearing in your August issue, the readers of THE FORUM did not get as complete and comprehensive discussion of unit heating equipment as it is possible to present.

Clarage Fan Co. markets both types of unit heaters: small propeller type units which are adjustable to regulate the heat flow and the larger centrifugal fan equipped unit heaters can be furnished with an exclusive feature known as Clarage Syncrotherm Control . . .

WILLIAM J. WILLIAMS

Kalamazoo, Mich.

MORE GLASS, MORE LIGHT, BETTER VISION

By means of a Photo Electric Cell, the Pittsburgh Testing Laboratory conducted a test for Fourco Glass Company, which disclosed that an undivided window transmits 14.1% more light than a window divided into twenty panes. Applied to different types of windows the estimated percentage varies from 8.1% to 30%. With the growing demand for a more generous use of glass in the modern building, we suggest that you consider the advantages of one-pane windows.

SPECIFY Clearlite SHEET GLASS A QUALITY

EASY ON THE EYES

FOURCO GLASS COMPANY
CLARKSBURG, W. VA.
Branch Sales Offices
NEW YORK • CHICAGO • FT. SMITH, ARK.



8.1% to 30% More Light with One-Pane Windows

"Application VIS-COMP. ITALY"

Have you a substitute for EXPERIENCE?



We haven't, and we don't believe there is any. Our experience in building multiple V-Belt drives covers the whole range from 1/4 hp. to 2000 hp. The engineering refinement necessary to build a 1/4 hp. drive, and the engineering ability and manufacturing facilities necessary to build a 2000 hp. drive, combine into a diversified breadth of experience which is built into every Texrope Drive.

Allis-Chalmers originated, developed and pioneered the multiple V-Belt drive principle, and has conceived and developed all its improvements and variations such as the Duro-Brace and Vari-Pitch Sheaves and the Straitline Automatic Ball Bearing Motor Base. When you buy Texrope Drives you are buying drives that have resulted from vast experience and are produced by the most complete and up-to-date manufacturing facilities.

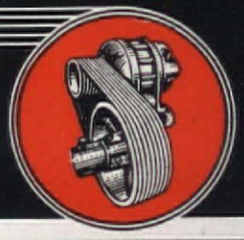
Before buying a multiple V-Belt drive consult multiple V-Belt headquarters—Texrope Division, Allis-Chalmers Manufacturing Company.

Write for Vari-Pitch Bulletin No. 1261-A and Duro-Brace Bulletin No. 2188-B

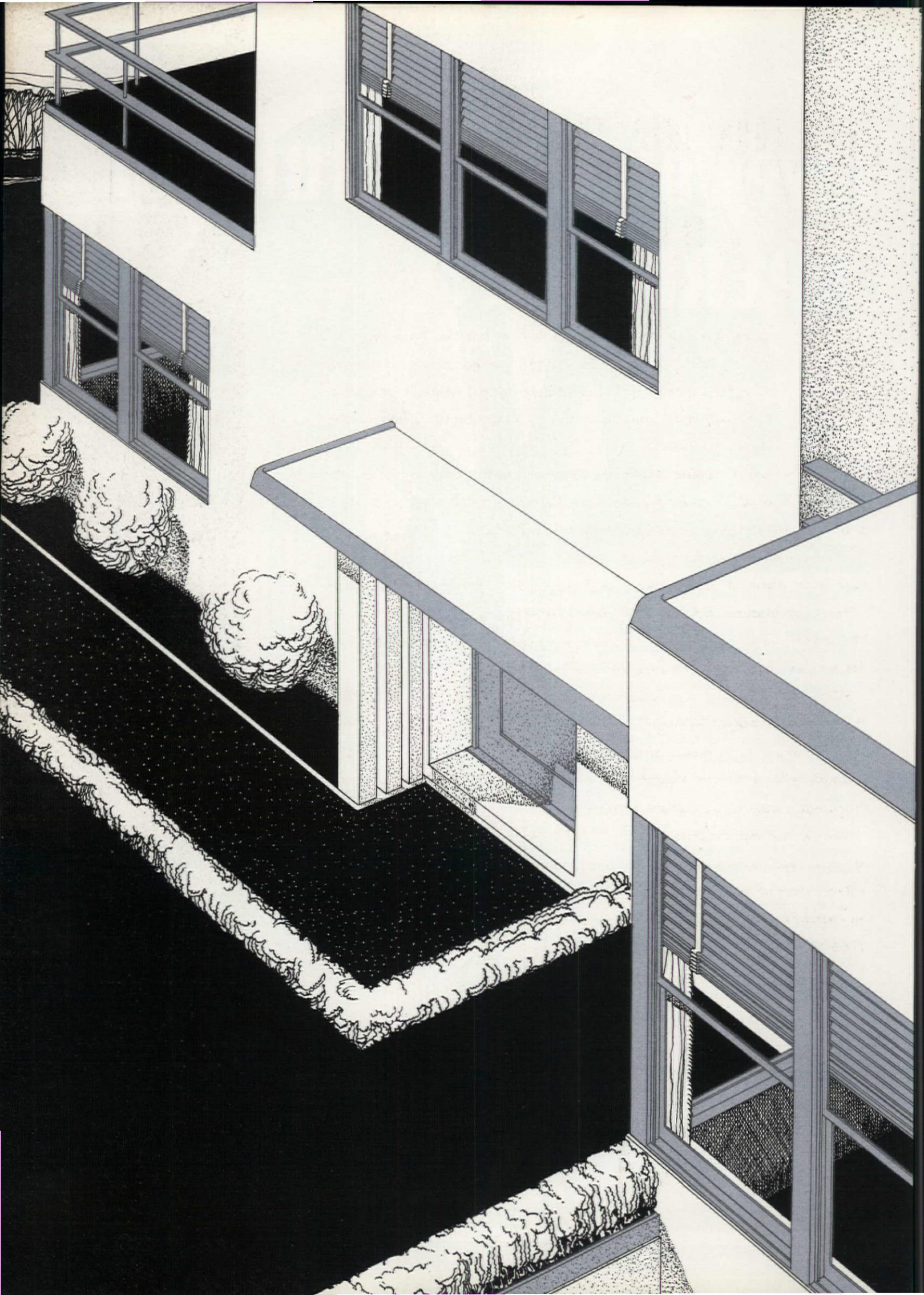
Belts by Goodrich

TEXROPE DIVISION

ALLIS·CHALMERS



MILWAUKEE WISCONSIN



LET'S LOOK INTO THE REAL COST OF WINDOWS

A price is quoted on "Windows." Is that the final cost, or must a lot of extras be added to get their true cost; labor for assembling knocked-down parts, weather stripping, paint and more labor, and so on? Many builders are saving money by knowing the truth.

Only the cost of setting Aluminum windows need usually be added to the figure quoted. Price differentials are, therefore, often equalized when costs are compared on a completely installed basis.

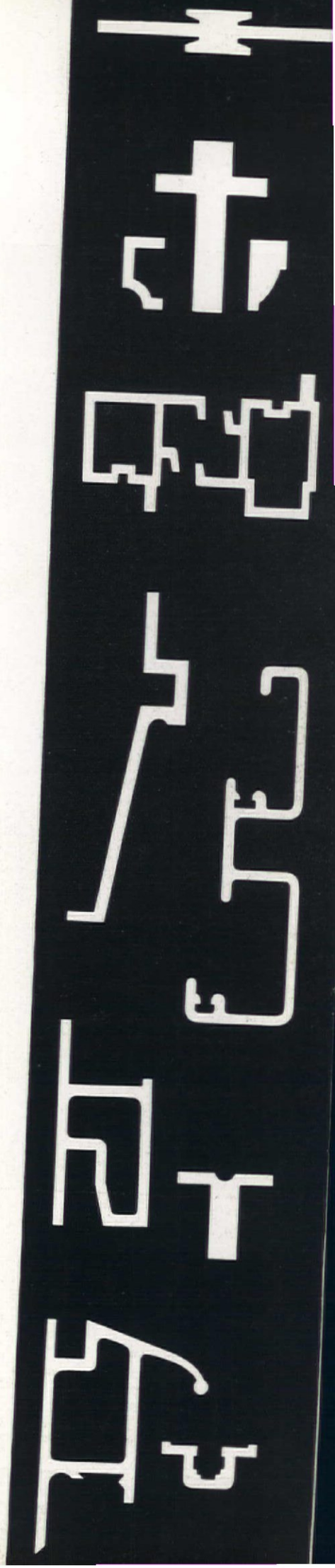
With Aluminum windows, less maintenance is required. Because Aluminum is so resistant to weather, they retain their attractive appearance without the frequent painting and repainting required by other windows; they never warp, swell, rust or rot. Property owners are spared much of the upkeep expense ordinarily expected.

Aluminum windows are fabricated from extruded shapes like those shown on this page. Designed especially for window construction, these shapes utilize every ounce of metal to best advantage, giving maximum strength with minimum weight and cross section. They account for the reasonable cost of Aluminum windows.

We do not manufacture windows, but supply Alcoa extruded shapes to many well known window manufacturers. They have developed individual types of construction, and will gladly give you detailed information on windows of their own design. Aluminum Company of America, 2166 Gulf Building, Pittsburgh, Pennsylvania.

★ ★ ALCOA ★ ★

ALUMINUM



here is NEWS



Eight Points of Superiority

- Quick heat in the working zone. The Trane Projection Heater in tests has been able to heat a given space more quickly than any conventional heating system.
- Heat distribution where it is needed in the working zone, due to the round coil construction, the Trane designed fan, and the high ceiling mounting.
- Even temperature constantly maintained by the quiet downward distribution of heat and its recirculation to the working zone as fast as it rises.
- Greatly increased coverage of areas to be heated — a definite result of the construction and mounting of the heater.
- The Trane Four Blade Propeller Fan is especially designed to insure quietness as well as uniform efficiency, while the motor, mounted in three point resilient suspension, is practically noiseless, and saving in power.
- It is obvious that the revolutionary construction and the method of heat distribution of the Trane Projection Heater will assure real economy.
- Operates on high or low steam pressure, with no problem of expansion.
- The simple but sturdy construction of the Trane Projection Heater assures constant, dependable service over a long period of years.

FLOOR FLOOD" Heating

THE ANNOUNCEMENT of the Trane Projection Heater is distinctly heating news, for this startling development does what no other unit heater has been able to do. Heretofore it has been impractical to mount a unit heater at the ceiling, regardless of height, to take efficient advantage of the great mass of hot ceiling air which normally floats in the high upper area of any heated space.

Mounted flat at the ceiling—an exclusive Trane development—the Trane Projection Heater completely blankets the working or living area with an even comfort temperature, and just sufficient air motion to prevent either the "blasting" of the old type of unit heater or the dead air sensation resulting from the conventional radiator type heating system.

The Trane Projection Heater literally projects and diffuses heat from the ceiling to the floor and, when the heat rises again, recirculates it to the living or working area. It thus overcomes the chief drawback to proper heat circulation, that condition referred to by engineers as "ceiling stratification" or "cold 70 in the living zone".

A SIMPLE COMPACT UNIT

The Trane Projection Heater is a simple, compact unit, round in design, built of circular Trane coils which surround a specially designed Trane 4-blade propeller fan. The coils are open throughout their entire circumference, being held in place by two plates. The upper or ceiling plate carries the motor, while the lower, or "orifice" plate, permits the free projection of heat by the propeller fan. Due to the circular coil construction, **all expansion problems vanish.** The same unit may be used for either high or low pressures.

CEILING MOUNTING ADVANTAGES

The flat ceiling mounting of the fan—made possible by this design and the new direct flow principle—is an outstanding feature of the Trane Projection Heater. **Due to the design efficiency of the unit, it can be mounted at a distance as high as 30 feet or more from the floor, which makes it possible to take advantage of all hot ceiling air. The significance of this feature cannot be overemphasized. The unit is also out of the way, providing for the greatest use of the heated space. This high ceiling mounting is an advantage absolutely impossible in other types of heaters.**

The combination of greater heat spread and complete removal and recirculation of heat, normally found at the ceiling, to the lower strata where it is needed, plus the ceiling mounting, make the Trane Projection Heater a remarkable contribution to the problem of heating any area in structures where space heating is applicable.

THE HEAT EQUALIZING SYSTEM

The Trane Projection Heater has made possible the creation of another exclusive Trane development—the Trane Heat Equalizing System. This consists of a series of Trane Projection Heaters mounted at the ceiling and so regulated by thermostats that all or one can be operated at a time, or the fans can be operated for recirculation only. The System completely overcomes air stratification, wasted heat at the ceiling, maintaining a gentle, warm circulation of air at the working level.

FULL DETAILS IN BULLETIN

Installation of one Trane Projection Heater will give an entirely new experience in heating comfort. Write the Trane Company for complete printed information about this remarkable heater. **Ask for Bulletin 284.**

TRANE Round Projection Heater

THE TRANE COMPANY, 2000 CAMERON AVE., LA CROSSE, WIS.
TRANE COMPANY OF CANADA, LIMITED, TORONTO, ONTARIO

ANTHRACITE INDUSTRIES INCORPORATED
approved

EXPERT HELP ON HOME HEATING

for Architects and Builders

Anthracite Industries, Inc. offers many free services which may be of special and practical help.

For example: technical data and actual performance records of approved Anthracite equipment. Here, too, is a vast store of information on heating problems gained through years of research. Back of all this is the accumulated experience of the Anthracite Industry.

You may have personal service, if you wish. Anthracite Industries, Inc. maintains a trained field organization, to help in specific cases.

Through the research and testing laboratory of Anthracite Industries, Inc. you are assured of the correct design and operating efficiency of leading Anthracite equipment. Before any equipment can bear the Industries' seal of approval it must meet the most rigid requirements in the heating field. Thus, through manufacturer's guarantee and the Anthracite Industries' seal, you get double assurance of efficiency.

● *Do not hesitate to avail yourself of the help of Anthracite Industries, Inc. It is a non-profit corporation, organized to focus the experience and services of principal factors interested in extending the conveniences and economies of Anthracite in home heating. Write*

ANTHRACITE INDUSTRIES, Inc.
Chrysler Building New York City

(SEE ADVERTISEMENT ON OPPOSITE PAGE)

Pennsylvania
ANTHRACITE
COAL

THE **SOLID FUEL FOR SOLID COMFORT**

BOOKS

(Continued from page 44)

WASHINGTON, CITY AND CAPITAL, Federal Writers' Project, Works Progress Administration, U.S. Government Printing Office, Washington, D. C. 1,141 pp., illustrated with plans, maps, and photographs. 6½ x 9½. $3.00.

Published as part of the American Guide Series, a collaborative, Government-sponsored project which will eventually embrace all 48 States, this five-pound volume presents a vast amount of valuable information in a form much too bulky for use as a guide. It is unconventional in more than size, however. The functions of government agencies, for instance, are described as completely as the buildings which house them. To the Negro, an important element in the city's population, an entire chapter is devoted. Slums as well as monuments come in for attention. This broad approach, quite different



Corncob Capital by Latrobe—U. S. Capitol

from that of other guides to the city, is perhaps the book's outstanding characteristic. For convenience in use the guide has been divided into six major sections, which present the general background, the city as it is today, recommended tours, the executive departments and independent agencies of the Federal Government, and agencies of the District of Columbia. The architect will find a wealth of reference material. Historic material deals with the development of the city plan, the growth of the Capitol, the changes in the White House. Old buildings of interest in the city and its environs are fully described, and new buildings are completely represented. Appended are three excellent maps, a bibliography, chronology, and a list of statues, monuments, and memorials.

BRIDGES IN HISTORY AND LEGEND, by Wilbur J. Watson and Sara Ruth Watson. J. H. Jansen, Cleveland, Ohio. 278 pp., illustrated with sketches. 8 x 10¾. $3.50.

The story of bridges is one which has intrigued many authors before the Watsons, as is amply shown by the appended bibliography. Their book, however, can stand with the best of those already published; written "to show the significance of the bridge in civilization, in the thoughts of man, and in

(Continued on page 148)

Have you checked advances and operating economies of

AUTOMATIC ANTHRACITE HEATING AND AIR CONDITIONING?



Automatic Anthracite heating permits most modern of basements. A hobby workshop (as shown) or game room, or den, just as the home owner wishes.

Automatic Anthracite heating and air conditioning is the most modern of all. It provides the most recent developments, most recent designs, and unmatched results. It has changed the whole heating picture.

Moreover, when architects and builders are faced with tight budgets, Anthracite-fired equipment comes to the rescue. The range of automatic equipment is so broad that any requirement can be met. You may install a simple Anthracite heater or boiler, with thermostat for automatic heat control. You may install a magazine feed heater. Or you may install an all-season firing and ash disposal system.

Now consider the client. Anthracite equipment is unquestionably more permanent and more dependable. Anthracite itself offers complete cleanliness, comfort and safety. Its amazing economies are every day experience. More than that, prices of Anthracite are constantly going down, while other fuels are rising.

Architects and builders may have a copy of the bulletin listing approved equipment and ratings. Or, if you wish personal help on any problem affecting Anthracite, feel free to call upon the services of the headquarters staff, or the trained field force of Anthracite Industries, Inc. Write! You incur no obligation at all.

ANTHRACITE INDUSTRIES, Inc., Chrysler Building, New York.

ANTHRACITE INDUSTRIES INCORPORATED approved

● *This seal appears on Anthracite equipment only after it has passed the most rigid tests in the heating field.*

(SEE ADVERTISEMENT ON OPPOSITE PAGE)

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ANTHRACITE
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THE SOLID FUEL FOR SOLID COMFORT

For Kitchen Convenience!



– THIS LINEN STORAGE BASE MEETS *another* NEED

★ The housewife of today demands *convenience* in kitchen planning . . . and Kitchen Maid helps you meet this demand. This unusual linen unit is just one of many standard convenience features designed to simplify the problem for architect and builder. A modern beverage storage base, broom closet, towel dryer rack, utility bin, tray storage base, open corner shelf and many others are of equal importance.

Because of time-tested wood construction, Kitchen Maid units are sturdy, flexible and easy to install. All are modern in design . . . with flush panels, dust-proof doors and drawer fronts. Enamel finish, sprayed on at factory, in choice of 12 attractive colors. Catalog in SWEET'S. Free Planning Department available.

THE KITCHEN MAID CORPORATION, ANDREWS, INDIANA

KITCHEN MAID

ORIGINATOR OF STANDARD UNIT KITCHEN CABINETRY

The Kitchen Maid Corp., 610 Snowden Street, Andrews, Indiana
Send new catalog and latest details on standard unit Kitchen Cabinetry.

NAME

ADDRESS

☐ Architect ☐ Builder ☐ Owner ☐ Dealer

BOOKS

(Continued from page 146)

his art," it presents a vast collection of anecdotes and old chronicles as tangible literary evidence of the part these structures have played in human development. Typical of the legends collected is one on covered bridges, the story of "an ignorant teamster who carried a load from a small town in Ohio to Pittsburgh and finally reached the west bank of the Allegheny River, where it was crossed by a long covered timber bridge. 'Looking in at one end, he saw that the entrance was large enough, but the opening at the farther end seemed so much smaller that he was afraid he would be unable to go through, whereupon he turned about and drove all the way home again.'" There are chapters on rainbow bridges, devils' bridges, saints' bridges, war and peace bridges, and other varieties. Written in collaboration by an author and engineer, the book is authoritative as well as entertaining.

NINETY-FIVE PERCENT PERFECT, by Everett U. Crosby. 75 pp., illustrated with drawings and photographs. 6 x 9.

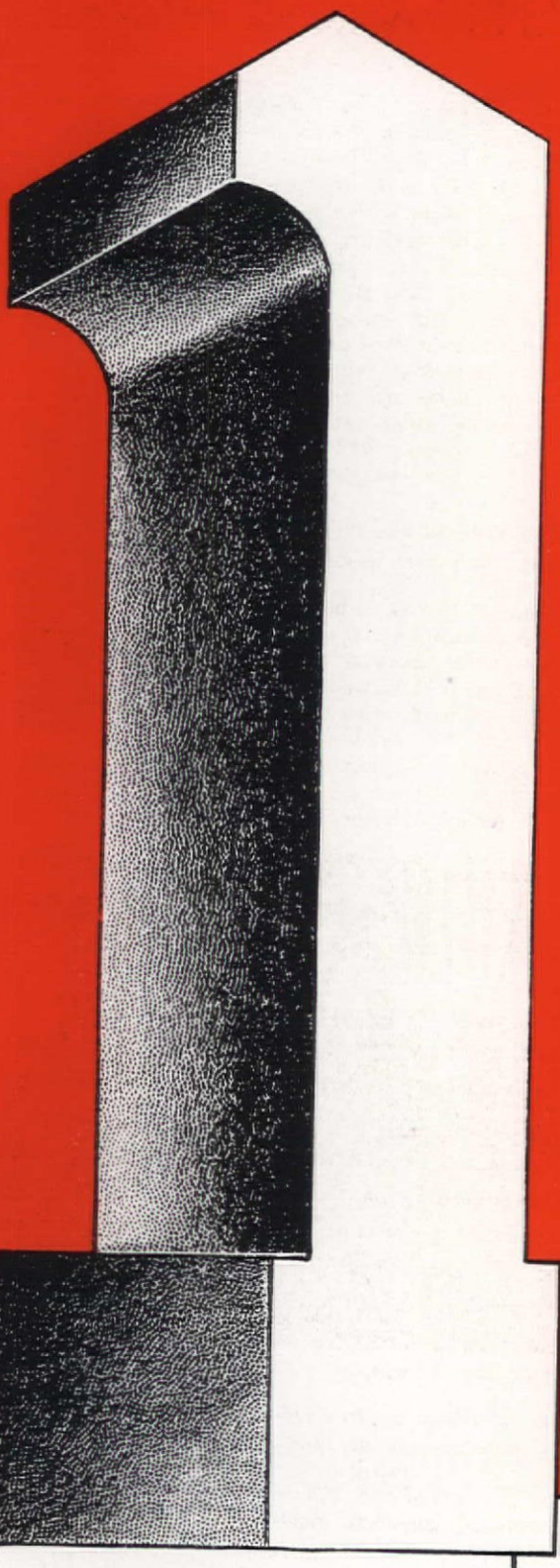
The title of this small book comes from a phrase used by a writer several decades ago to describe the domestic architecture of the island of Nantucket. Thanks to a singular combination of circumstances, the description is still substantially correct. Separated by about thirty miles of ocean from the mainland, Nantucket grew to prosperity with whaling, and declined with that industry, to revive many years later as a summer resort. The result of the island's economic history was first the creation of a large,



78 Main Street, Nantucket.

prosperous community, built during the best period of American domestic architecture, and secondly, its preservation, virtually unspoiled, to the present day. Realizing the historic value of this unique community, in effect a living museum of American architecture with considerably more vitality than the expensively restored Williamsburg, Mr. Crosby has written this analysis of Nantucket houses, and has included an excellent collection of photographs. Not only an interesting architectural monograph, it is a vigorous plea for the preservation of Nantucket in its pristine beauty as well.

As a service to interested readers, The Architectural Forum *will undertake to order copies of foreign books or others not conveniently obtainable locally, which have been reviewed in this department. Checks and money orders to be made payable to* The Architectural Forum.



Now...a New Revolutionary Step in Hot Water Heating

THE "TACO-ONE" *Venturi* SYSTEM

TACO announces to the building and heating trades a new and remarkable system of hot water heating . . . the "TACO-ONE" VENTURI SYSTEM.

No more complicated engineering calculations. The "Taco-One" Venturi System offers the heating contractor, architect and homeowner a super-efficient hot water system for heating the home. This system is simplicity itself to install, and economy itself to operate.

The quality and reliability that has always stood behind Taco products backs the guaranteed "Taco-One" Venturi System.

Leading heating contractors should acquaint themselves immediately with this all-important heating development. Write and let us give you full details.

TACO HEATERS, Inc.
342 Madison Avenue, New York City
(In Canada: 24 Adelaide St. West, Toronto)

Please rush to me by return mail, full information about the new TACO-ONE *VENTURI* SYSTEM.

Name.....

Type of Business.....

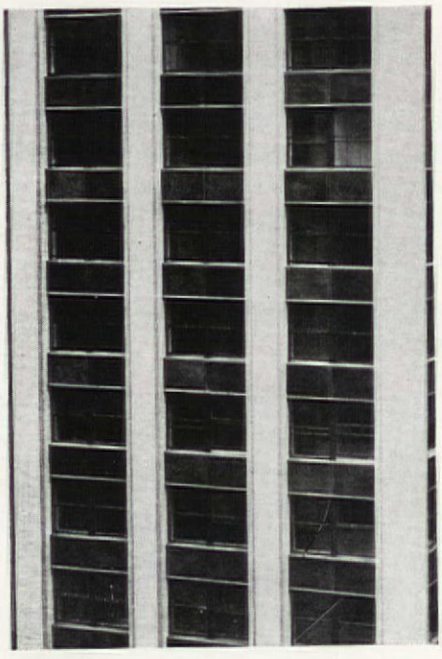
Address.....

add

COLOR... *reduce* COSTS...



Economics Building, Dept. of Agriculture, Washington, D. C.



Close-up of Virginia Green Tremolite Spandrels, 280 Madison Avenue, N. Y., Walker & Gillette, Architects, N. Y.



Polished Virginia Green Tremolite Spandrel Sections, Economics Bldg., Dept. of Agriculture, Wash., D. C., John Russell Pope, Architect, N. Y.

WITH 7/8" THIN STONE SPANDRELS!

The nature of other commonly used stones makes it difficult or impossible to use them in light thicknesses, but since Virginia Green Tremolite has great toughness, density and uniformity of grain as well as strength, it can be cut into sections as thin as 7/8". In honed finish, it shows clean white markings. It polishes naturally to a dark green, and holds its polish indefinitely.

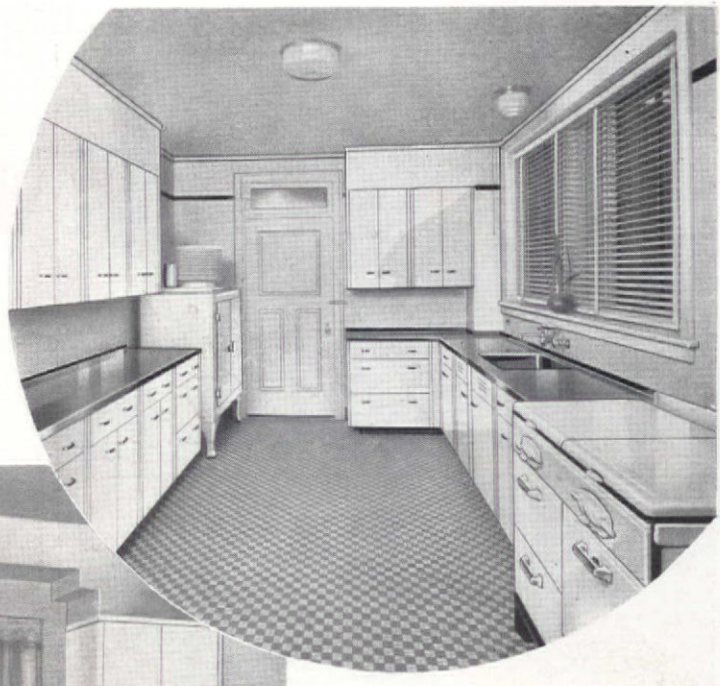
We urge that advantage be taken of this quality, and the stone used *thin*. Not only do thin sections save money for clients, but they may be of considerable help to the designer—as for example, in affording greater depth of reveal in the case of spandrel sections.

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the room in the Home that serves— the family most





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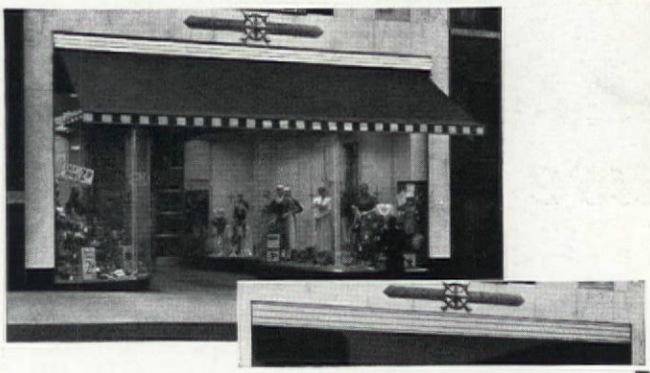
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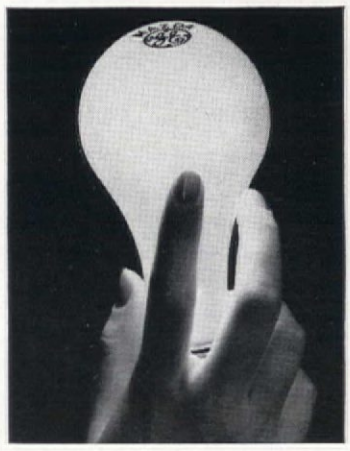
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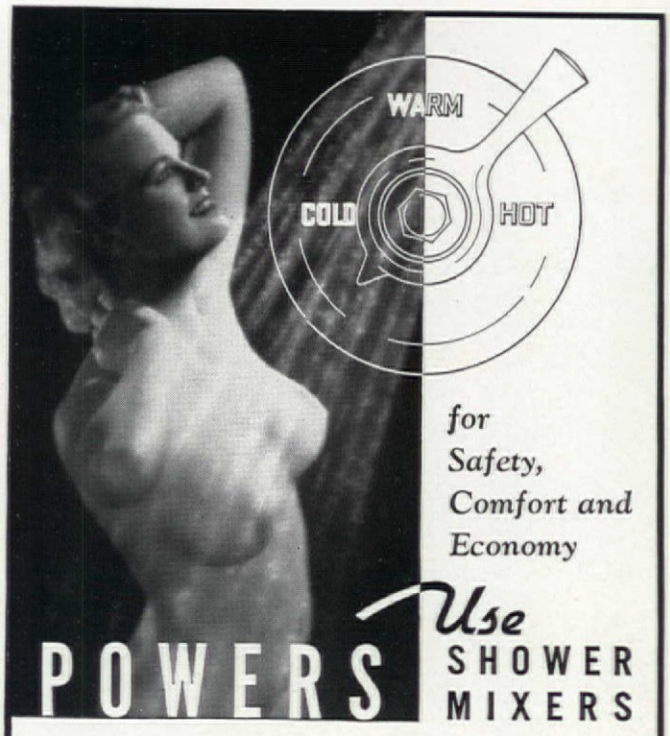
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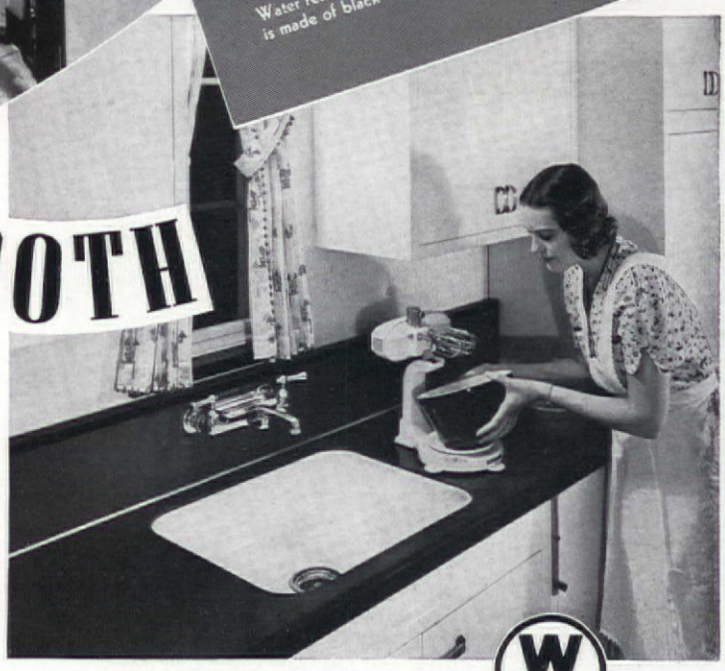


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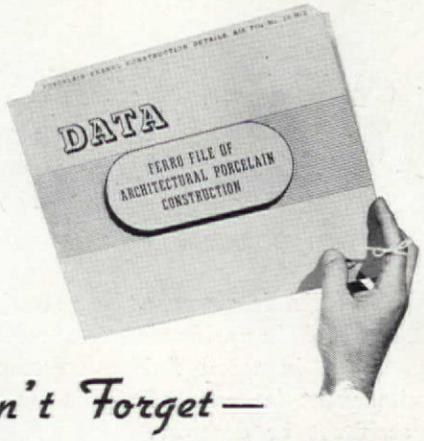
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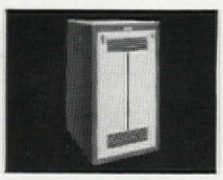
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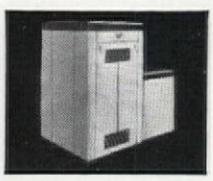
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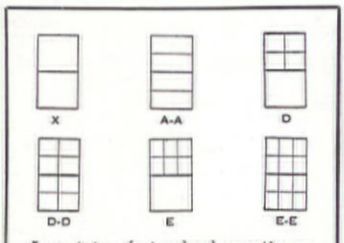


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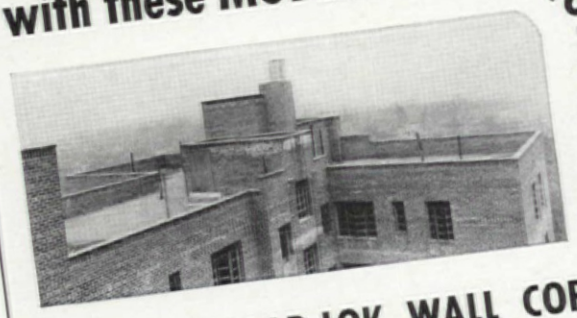
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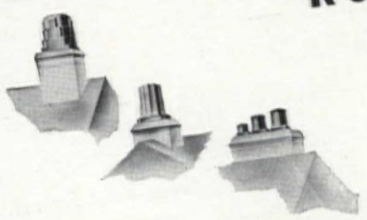
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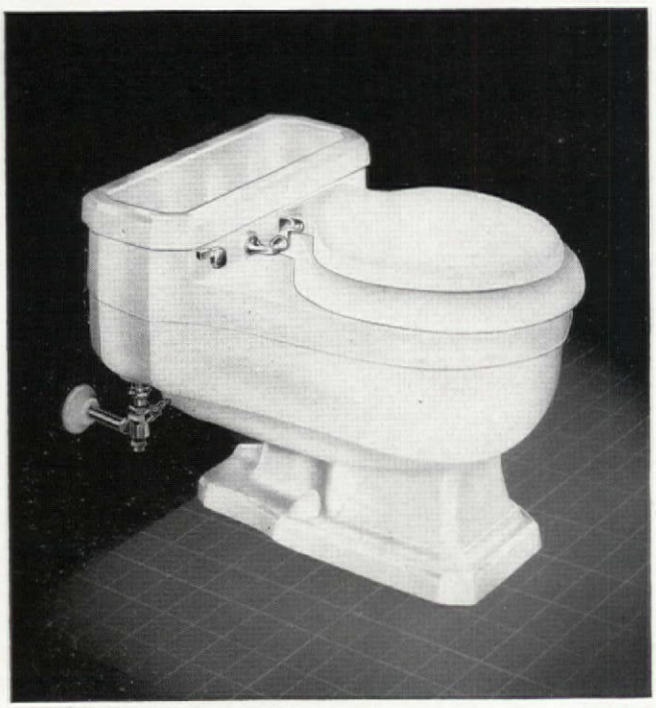
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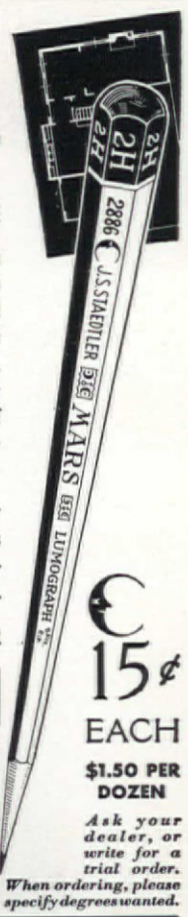
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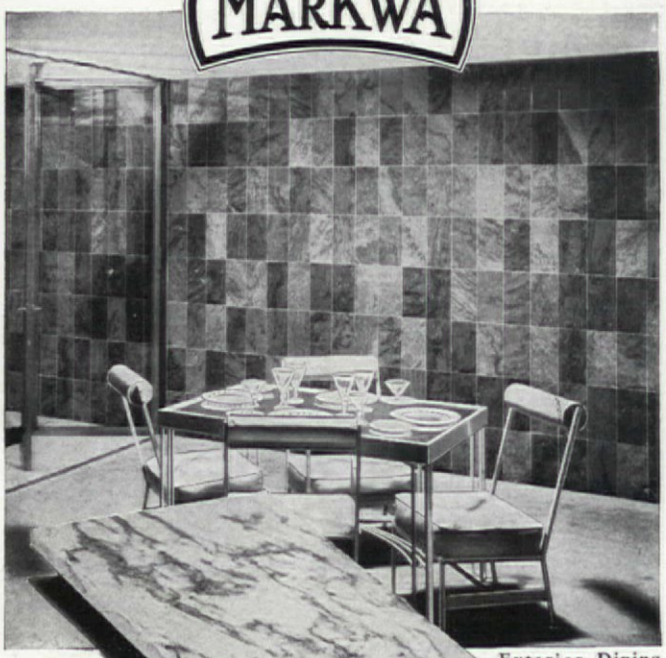
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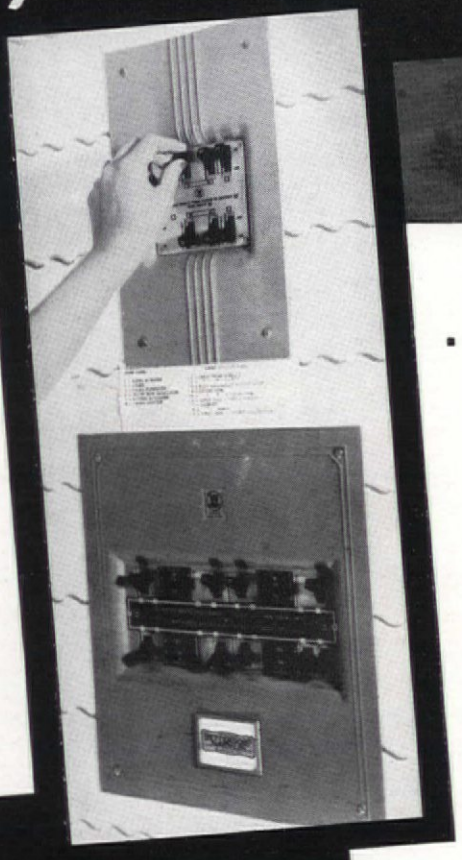
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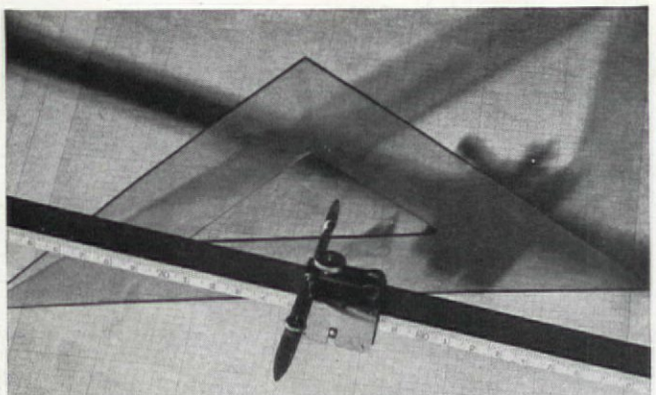
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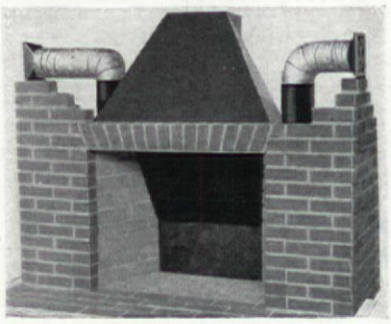


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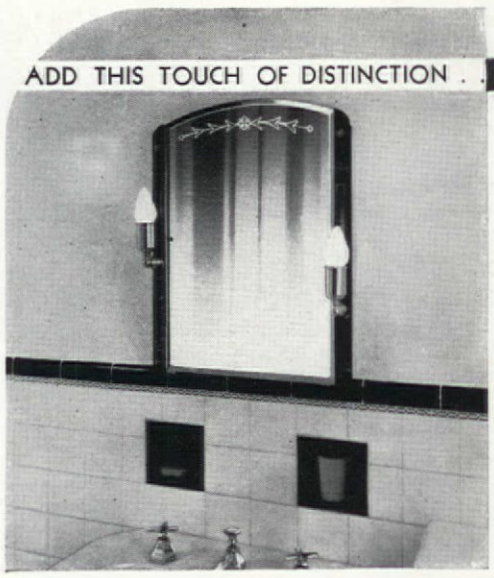


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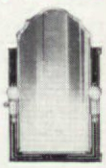
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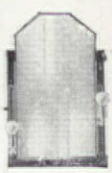
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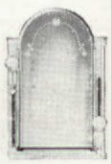


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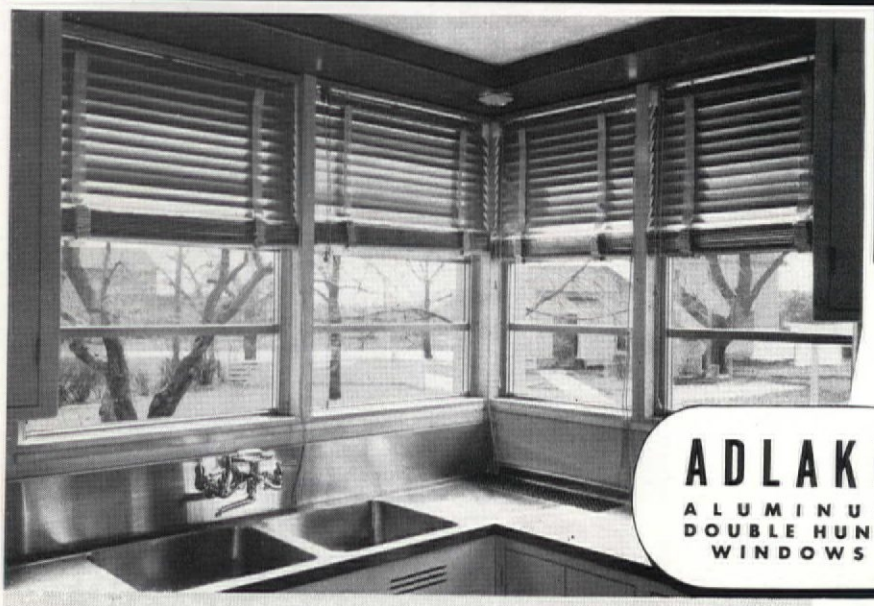
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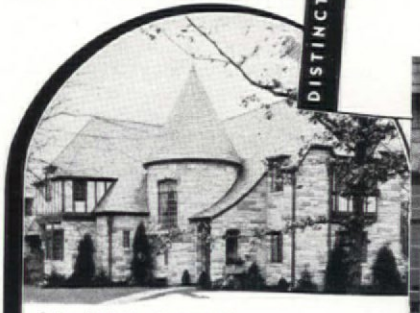
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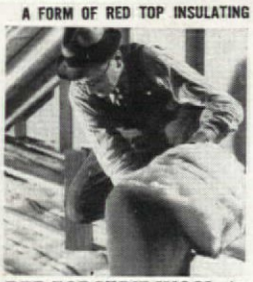
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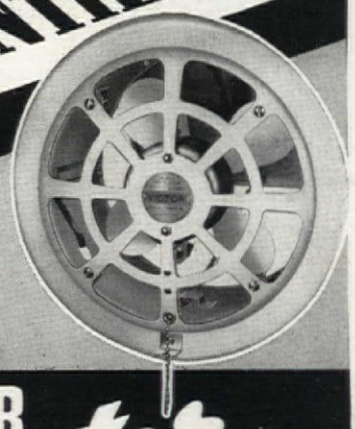
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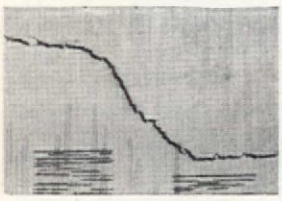
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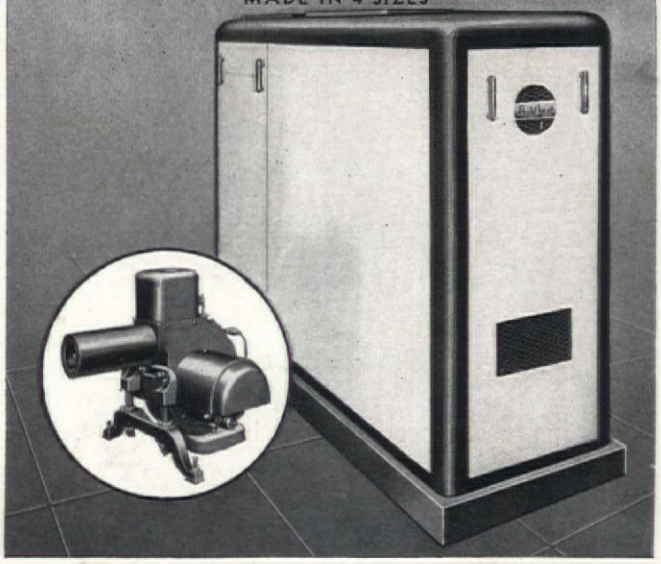
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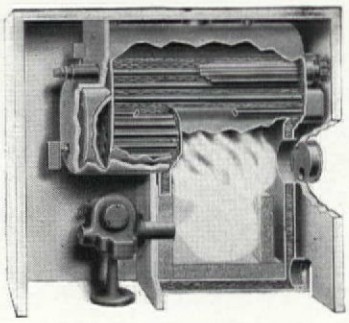
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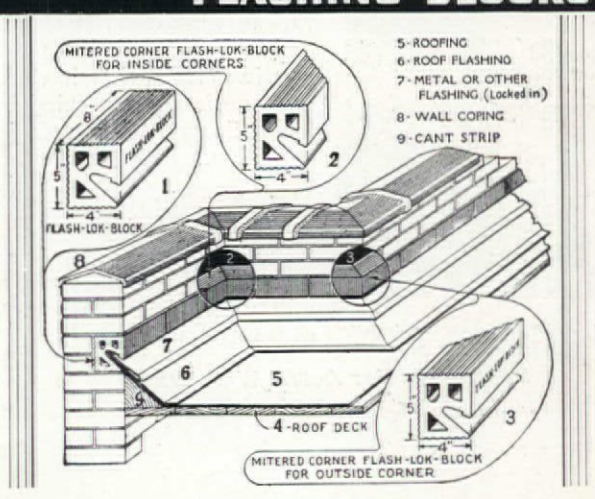
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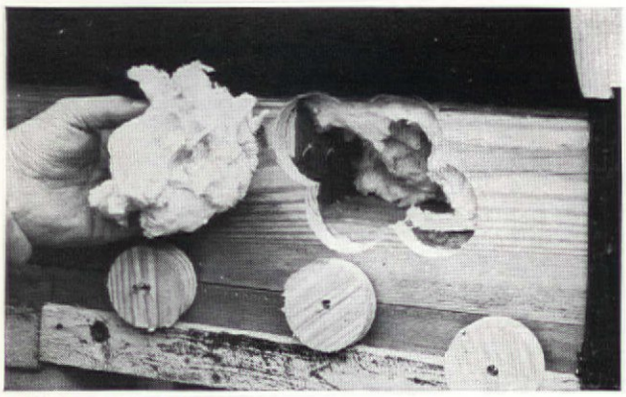
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Actually, we did more than "X-ray" these 90 houses —we performed a major operation on them. And as a result, this report reveals exactly what goes on in the walls of a house when insulated with rock wool to full wall thickness.

The report tells the interesting story of the J-M laboratory tests and then shows how they were confirmed in the field study. It shows how we found, on opening the walls, that after one to ten years of service, the rock wool was in the same condition as when it was applied . . . the framing woodwork bright and clean.

The report, the result of months of preparation, is now on the press and will be ready about October 15th. It discusses the practical requirements of a good insulating material for houses and shows how perfectly J-M Rock Wool fills these requirements. It gives definite reasons why you can recommend Johns-Manville Rock Wool to your clients with perfect confidence, that it is "sound as a nut" and will bring them the maximum degree of year-round comfort and fuel savings. Send for a copy today.



HOW WE CHECKED: 90 houses in northern United States were selected at random. In the presence of impartial engineers, whose reputation and professional knowledge was beyond question, we opened the walls as illustrated above. The rock wool and the framework of the house were minutely examined. Samples of the wool itself were sent to the Johns-Manville laboratory for test and analysis.

WHAT WE FOUND: Complete details of the condition of rock wool insulation and framing timbers in all 90 houses examined are included in this interesting report. *All facts have been checked and verified by impartial observers of unquestioned integrity.*



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AF-10-37

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SPECIFICATION AND BUYING INDEX

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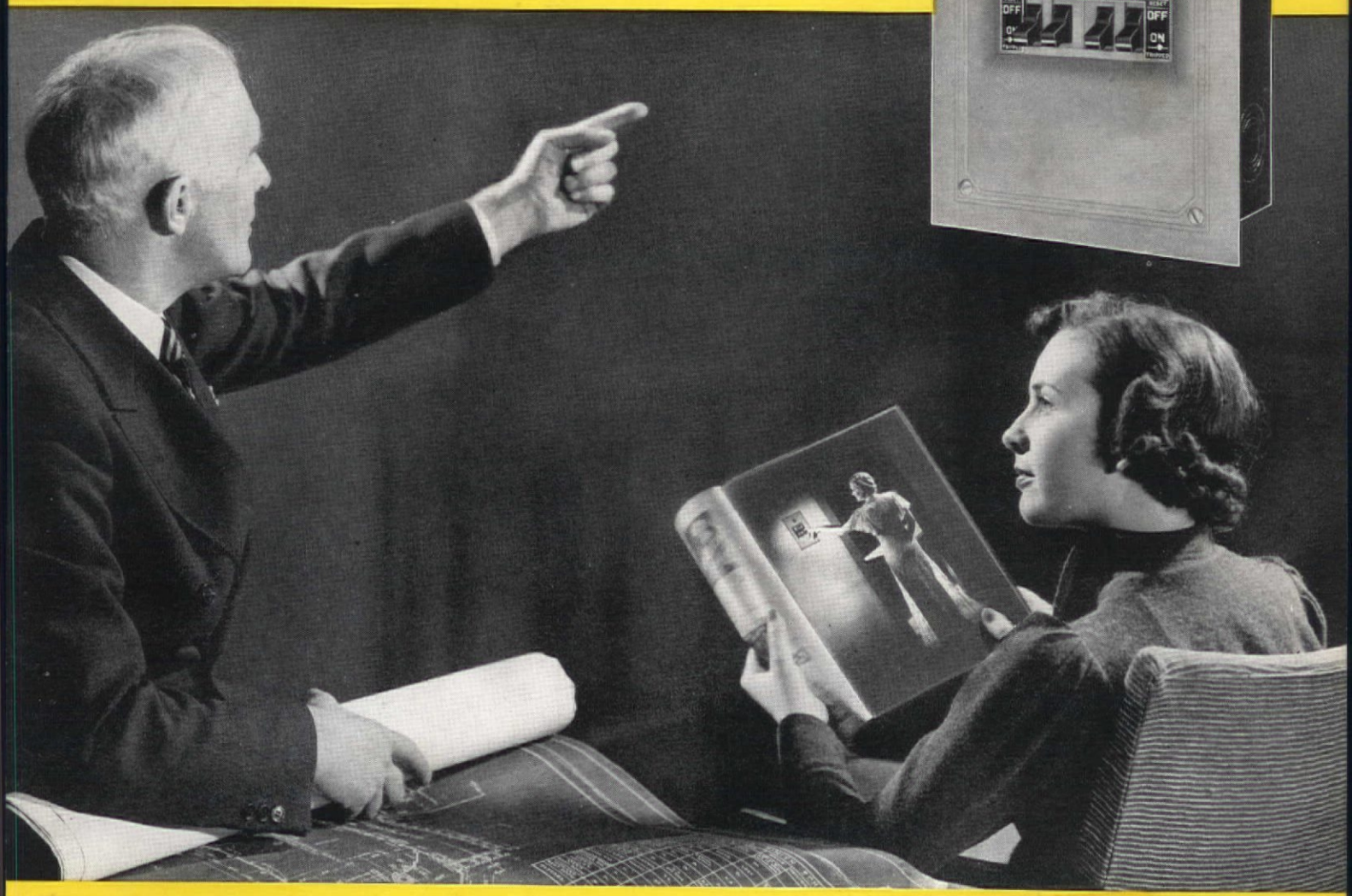
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Tell her the countless steps it will save

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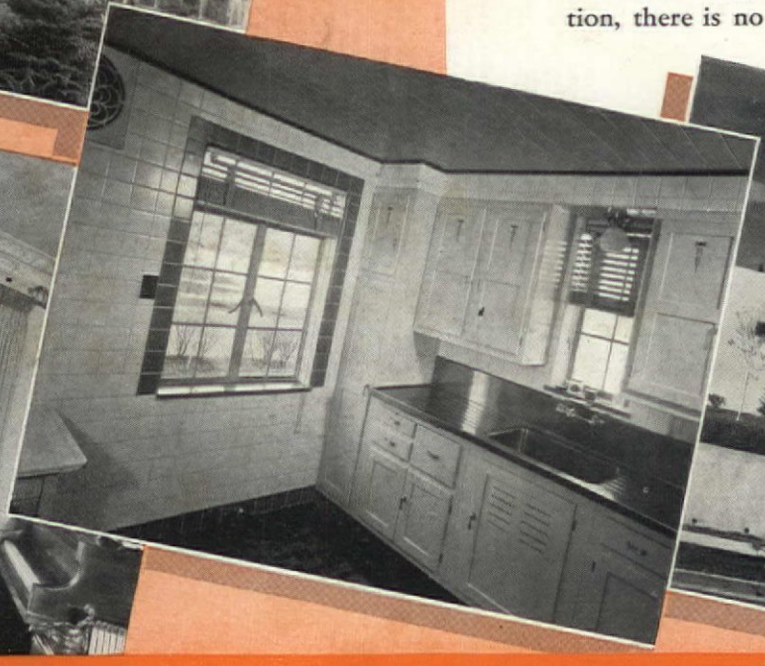
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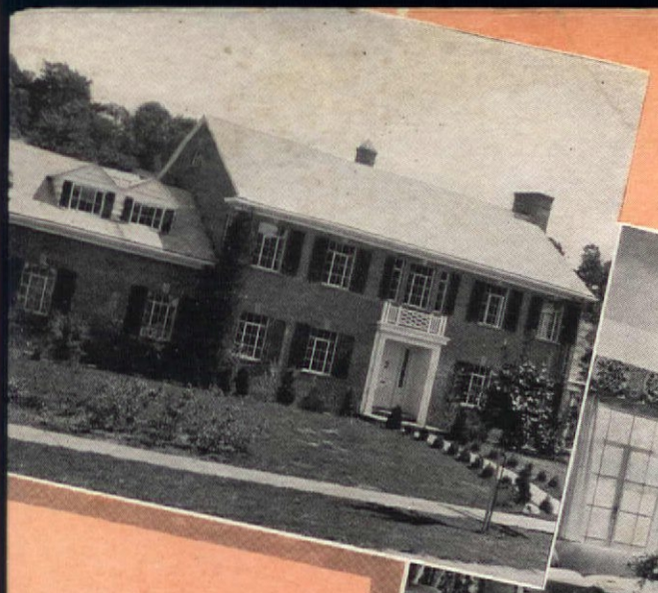






TRUSCON

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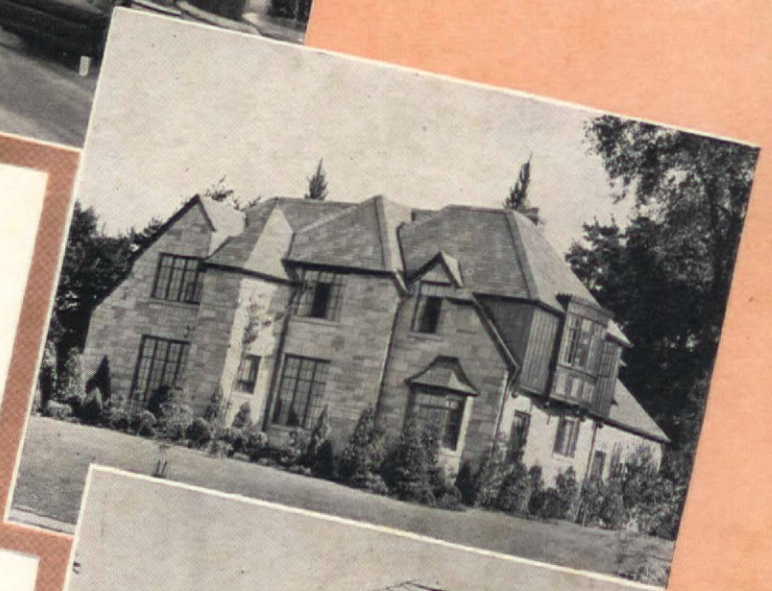


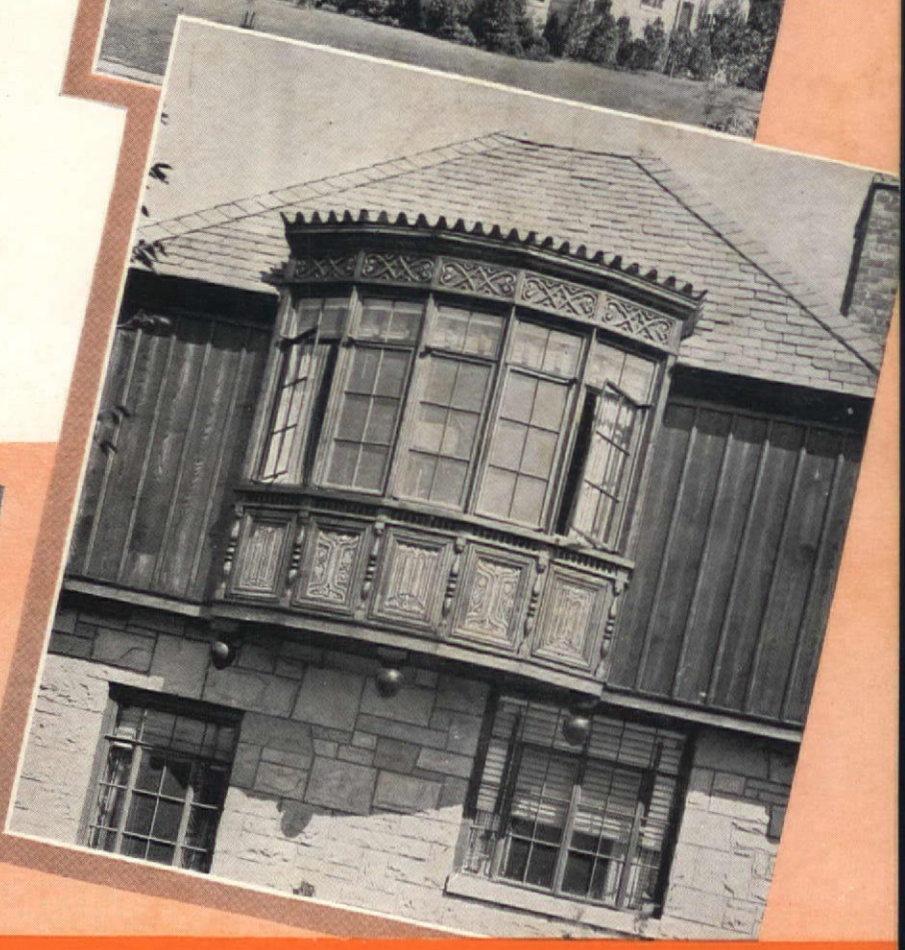


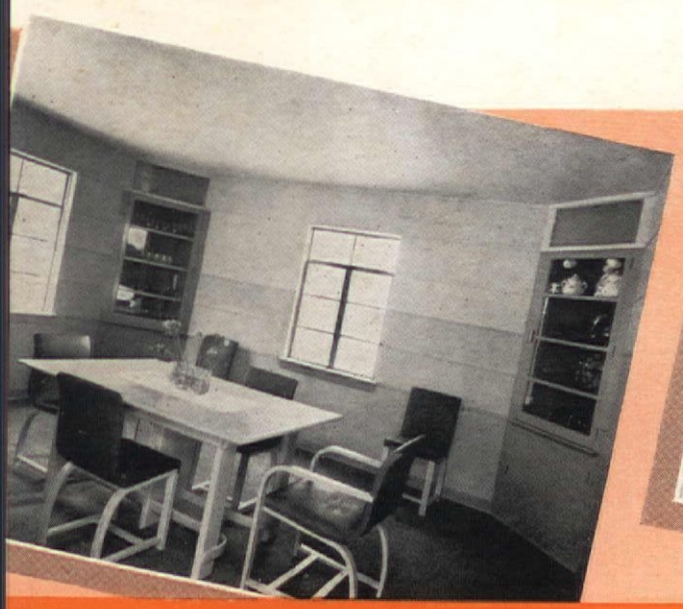


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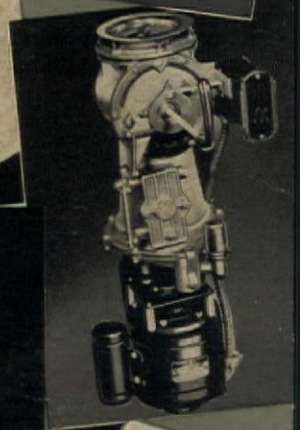


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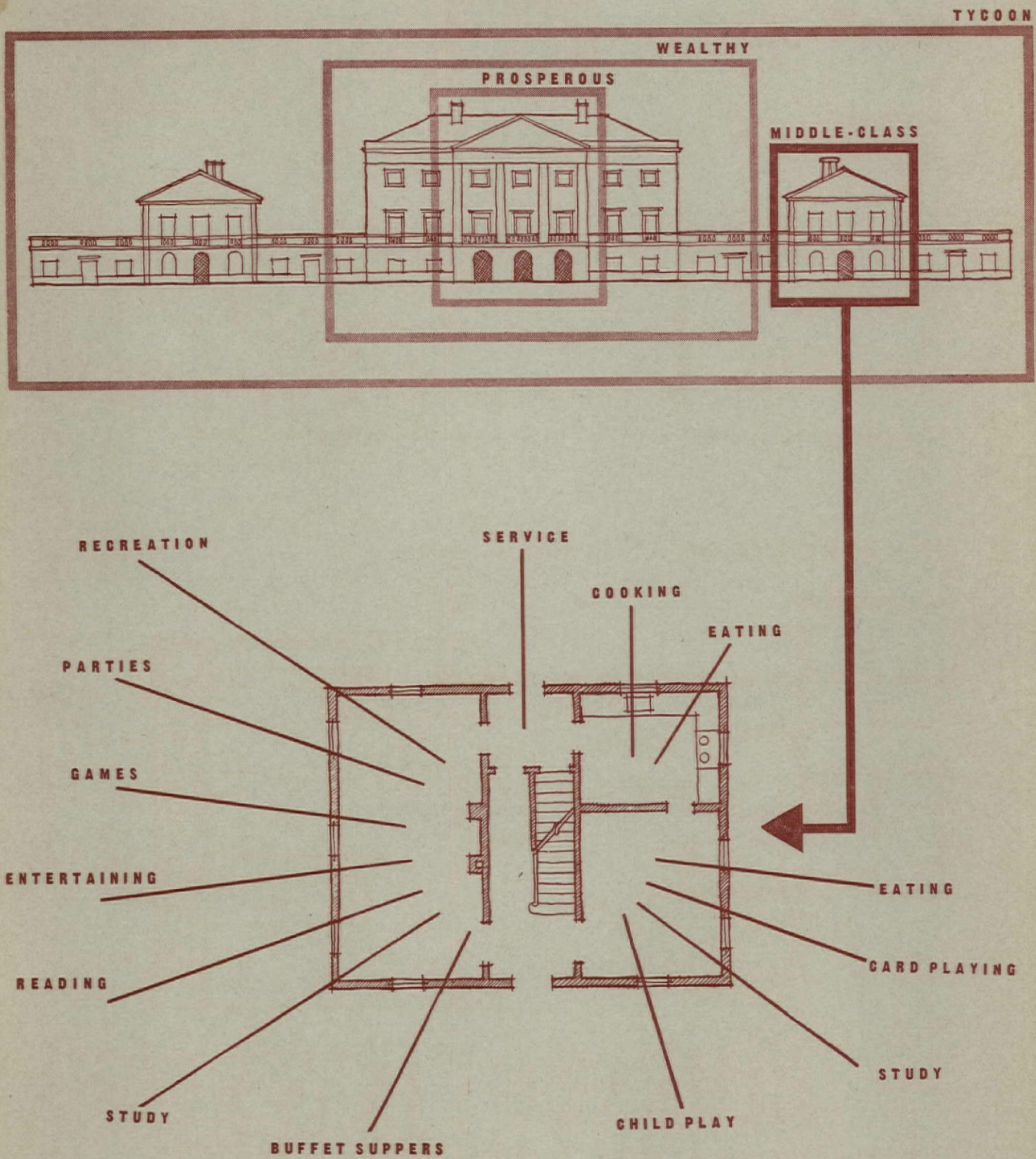
All Electric Kitchens

G-E Range

DOMESTIC INTERIORS

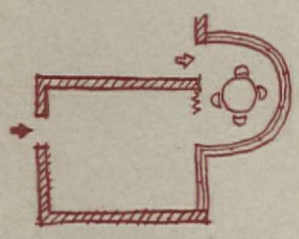
THE ARCHITECTURAL FORUM, OCTOBER, 1937

The house is shrinking. *Even the largest houses today are smaller than those of the past. Yet, within this smaller house, the demands made upon it are greater*

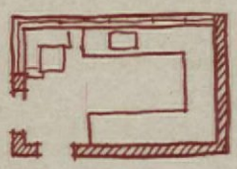


Less space and multiplied demands have obsoleted traditional planning. These new requirements show up in two related trends . . .

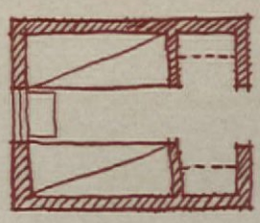
1. INTENSIVE USE OF SPACE



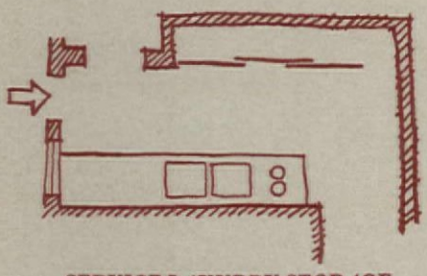
LIVING-DINING



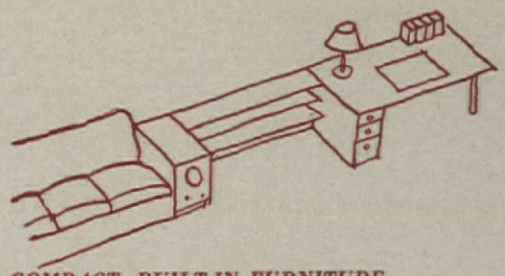
COOKING-EATING



MINIMUM SLEEPING SPACE

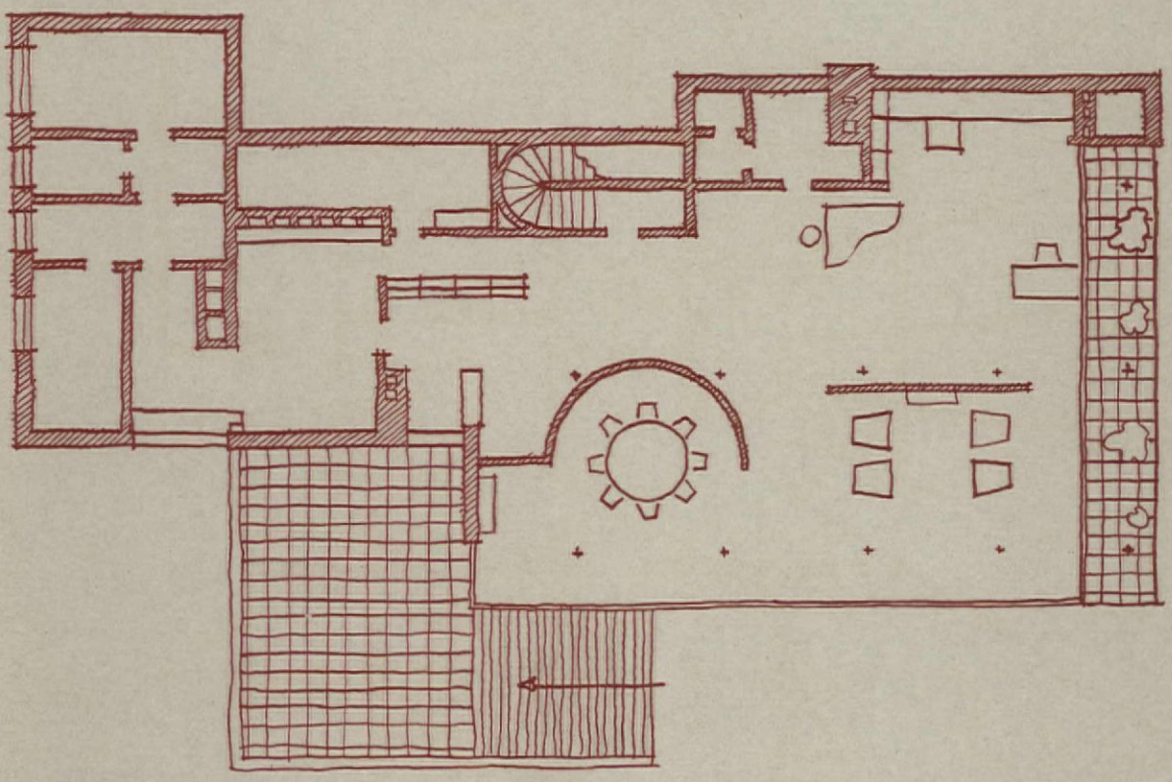


SERVICE-LAUNDRY-STORAGE



COMPACT, BUILT-IN FURNITURE

2. THE FLEXIBLE PLAN

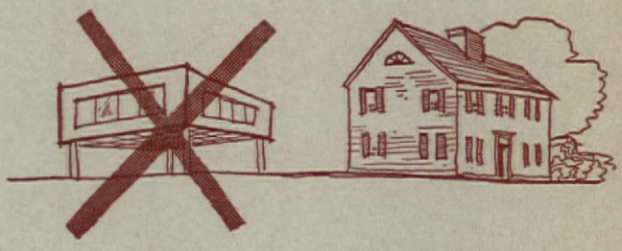


of which Miës van der Rohe's Tugendhat house is a classic example

These trends were trademarked by a Swiss, with the dictum . . .

"THE HOUSE IS A MACHINE FOR LIVING IN"

While we have not generally accepted the Le Corbusier house, our kitchens and bathrooms, at least, reflect his idea. Moreover, designers are learning that

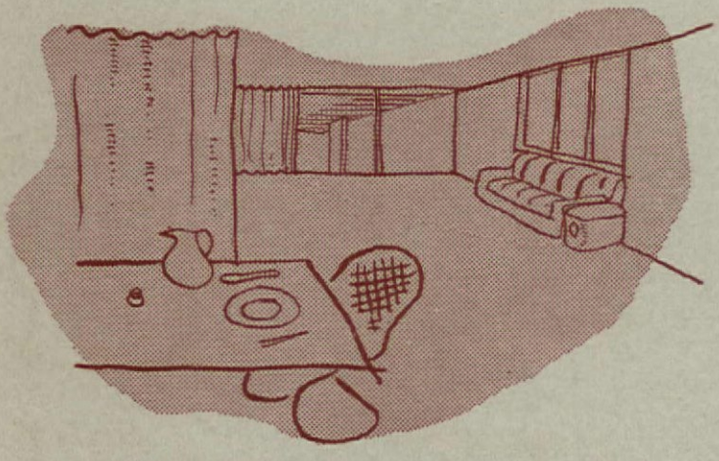




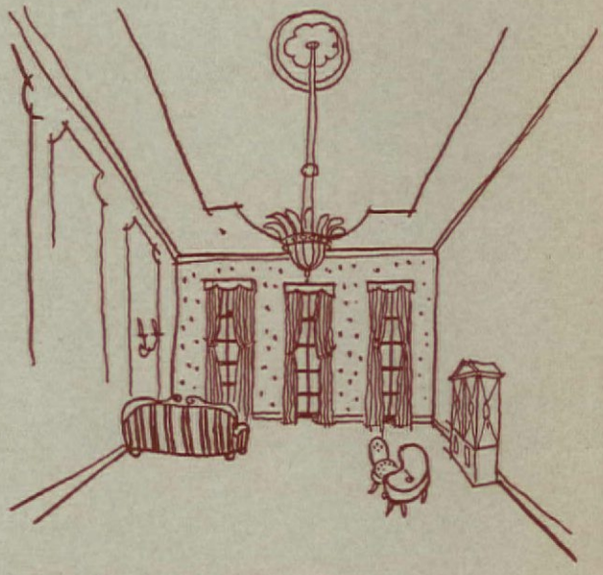
the small interior is



not a large one compressed, and



that the open plan cannot be decorated like

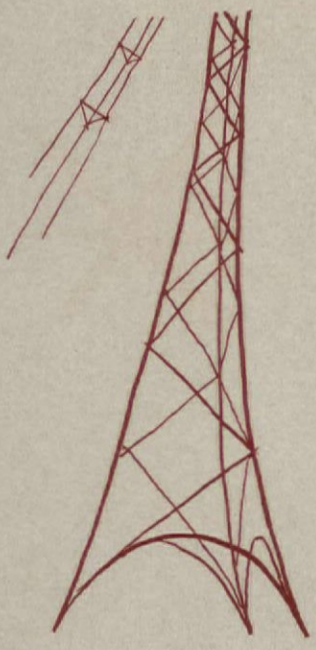


the closed, formal room

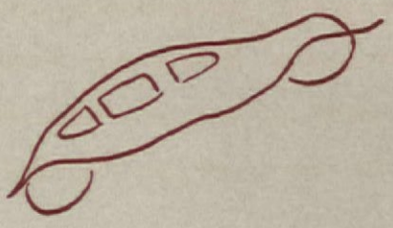
Design, in other words, is returning to basic principles

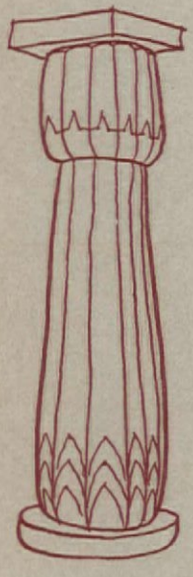
FORM





depends on material,







use,





structure, technique, and the effect desired



MONUMENTALITY



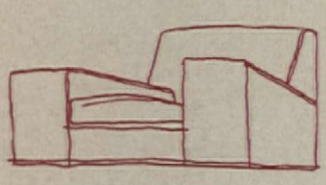
ELEGANCE

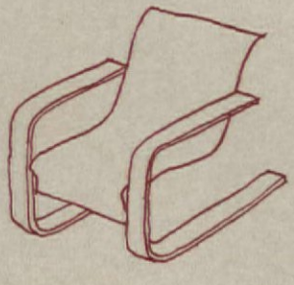


SIMPLICITY

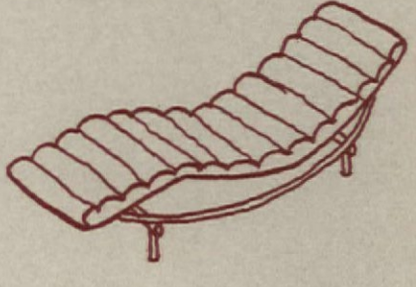


COMFORT









No period or style has had a monopoly of the means for expressing these qualities

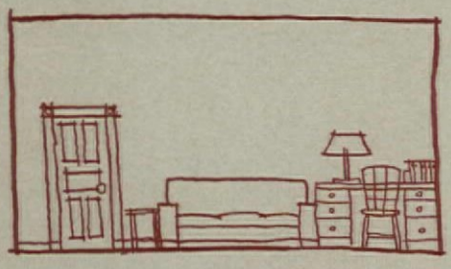
PATTERN

is created by each period





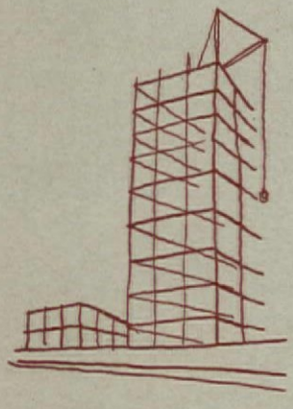
after its own image, and has always

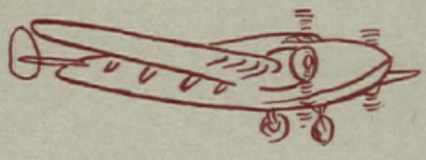


been more than



mere wall decoration

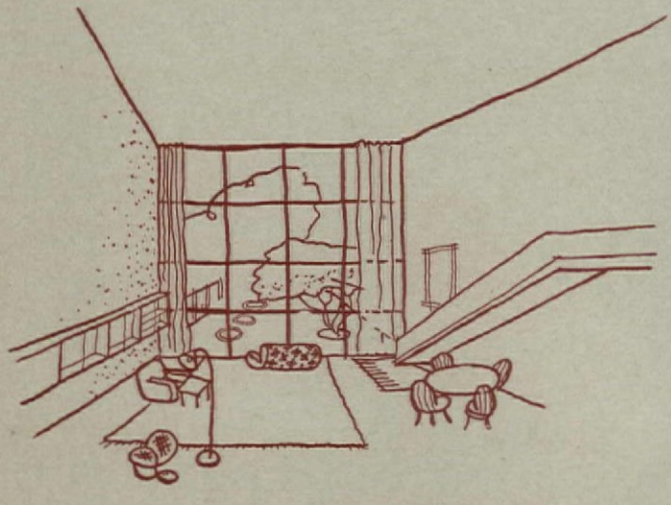




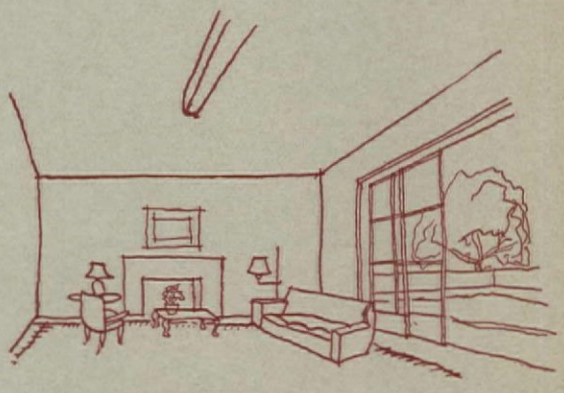




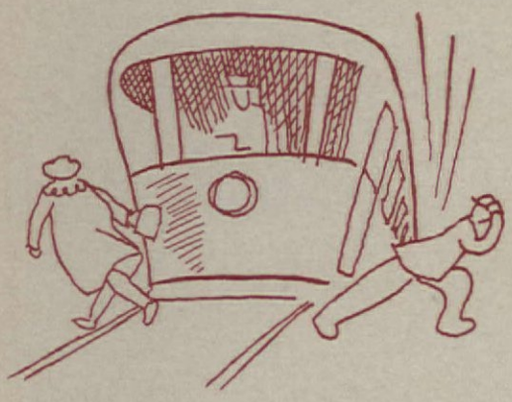
Our environment contains the stuff for creating



new backgrounds

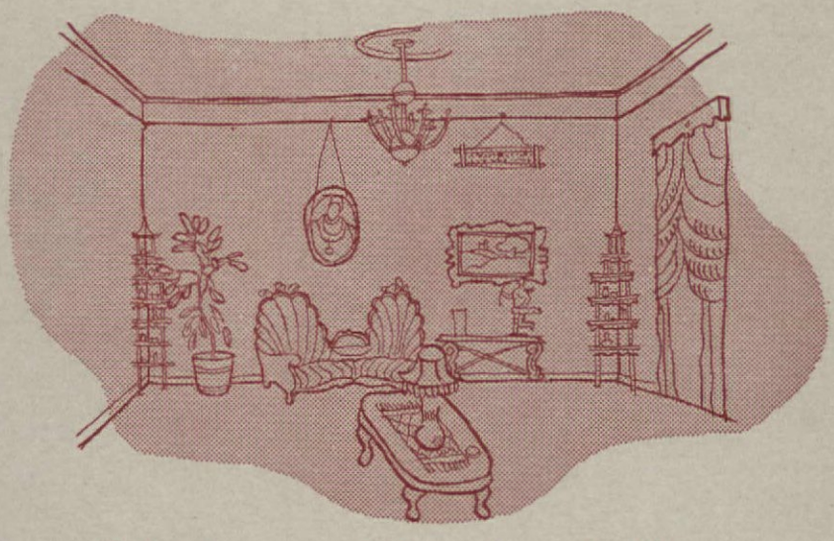


and changing the old



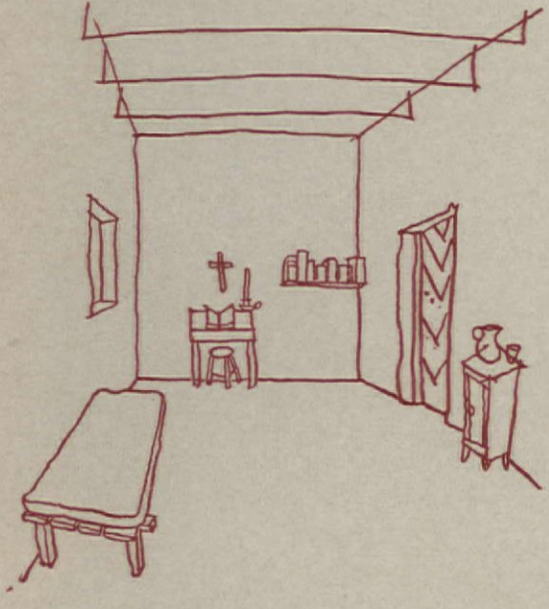


The pressure of modern existence, as much as anything,



killed the overstuffed interior, and while

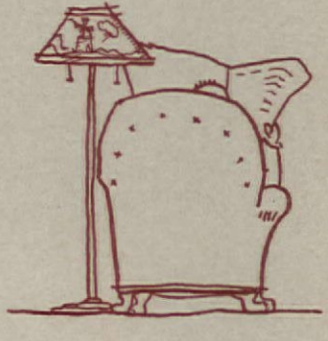
the monastic cell is no solution,





the requirements of daily life must be provided for





before decoration is considered

The designer's dream is not always



the solution of the client's needs



THE FUNCTIONAL APPROACH IS BASIC *and provides the framework for this issue*

RELAXATION



covers general living activities, formal and informal, indoor and outdoor

Under the heading of ***RECREATION and STUDY***
are included interiors providing facilities for play, drinking, reading, thinking





Dining and other rooms appear under ***EATING,*** *since the separate dining room, in many cases, has disappeared*



COOKING *is self-explanatory*

SLEEPING

includes bedrooms, bed-sitting rooms, and other combinations



CIRCULATION



deals with those spaces primarily used for getting from one place to another

Because the major storage units belong near the bathroom, these elements are combined under ***SANITATION*** *and*



STORAGE

And because theory always runs ahead of practice, because today's departures are tomorrow's commonplaces, the editors invited five designers, Ernest Born, Richard Neutra, Gilbert Rohde, Eero Saarinen, and Russel Wright, to prepare studies. For these, THE FORUM'S *thanks.*

CAUTION: WHERE COSTS APPEAR IN THIS ISSUE, THEY ARE APPROXIMATE RETAIL PRICES. NEITHER THE FORUM NOR THE MANUFACTURER ASSUMES RESPONSIBILITY FOR THEIR ACCURACY.

RELAXATION

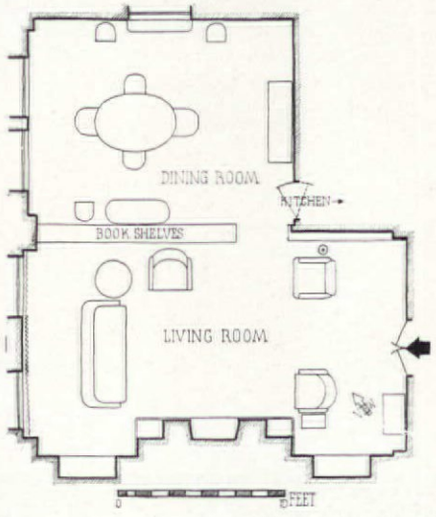


Brown Bros.



F. S. Lincoln

JOSEPH ARONSON, DESIGNER



Furniture—designed and executed by Joseph Aronson, Inc. Upholstery fabrics—Howard & Schaffer. Curtains—J. H. Thorp & Co. Venetian blinds—Vic Mark. Lighting—indirect, over bookcases. Woodwork—bubinga wood, shelves lined with maple.

Using a bookcase as a partition offers several advantages. By providing separation between living elements without completely closing them off into rooms, these low partitions greatly add to the apparent spaciousness of the interior; they also leave free wall space. For detail photograph of the dining room see page 306.

The living room of a drastically remodeled old Connecticut house is illustrated below. Greatly enlarged windows and new furniture combine to produce a simple modern interior. Walls are white and brown; furniture is walnut and tubular steel; upholstery is lemon yellow, beige, and brown. The floor is of squares of Masonite. General lighting is indirect.

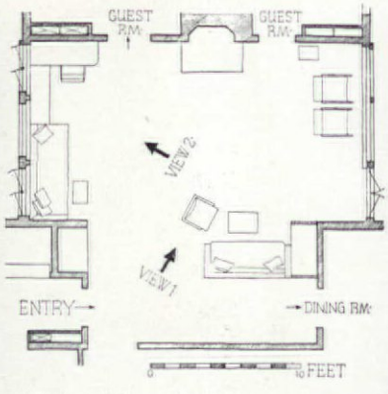
WILLIAM LESCAZE, ARCHITECT

VIRGINIA WILLIAMS, ASSOCIATE



Imandt Photos

VIEW 1.



Hope Windows, Inc.
Metal furniture by Howell
Woodwork by Zermann Acme Co.
F. Schumacher & Co., upholstery
Table chair by Statesville Chair Co.



VIEW 2.

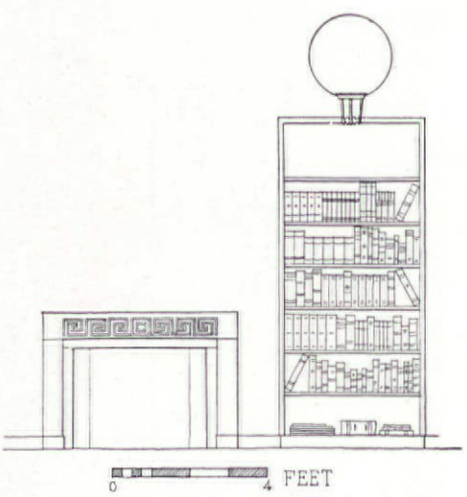




W. & J. SLOANE, DECORATORS

F. M. Demarest Photos

Above, two views of an interior for an exhibition house designed for W. & J. Sloane, illustrating a type of traditional decoration popular in houses of low as well as high cost brackets. The elements of such a scheme are eighteenth century English furniture, patterned upholstery, and a simple background. Below, a modernized classic treatment, also suitable for small as well as large interiors. A pleasing, if somewhat formal, transition between traditional and modern interior design.



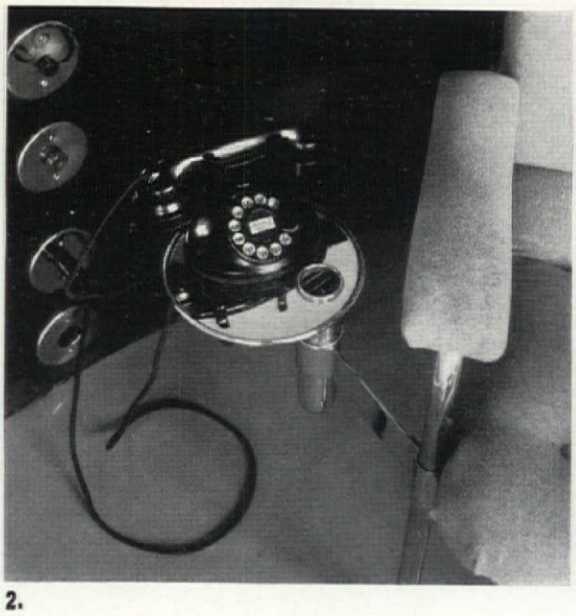
McMILLEN, INC., DECORATORS

Nyholm





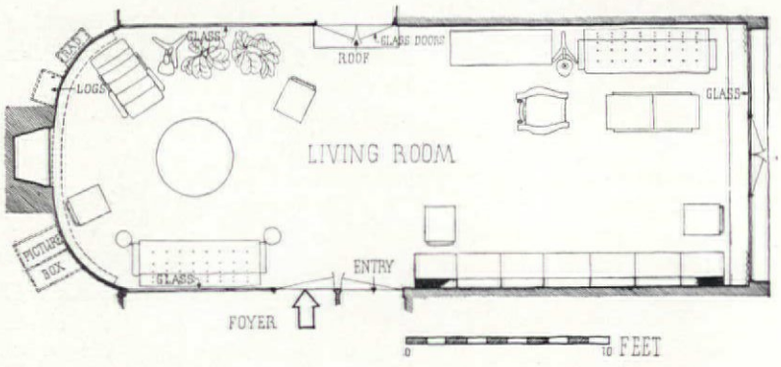
1.



2.



3.

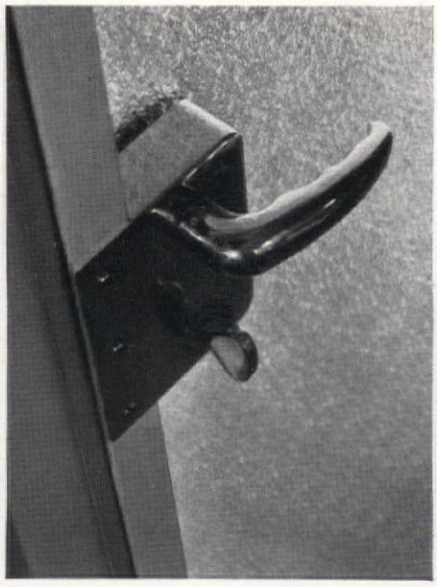


RUSSEL WRIGHT, DESIGNER

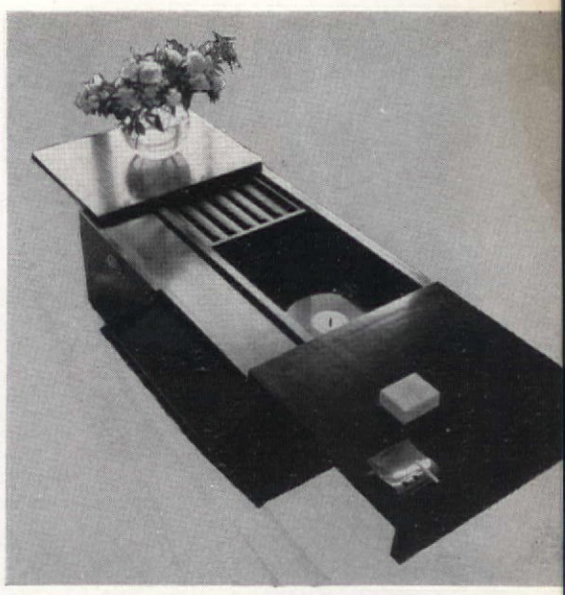




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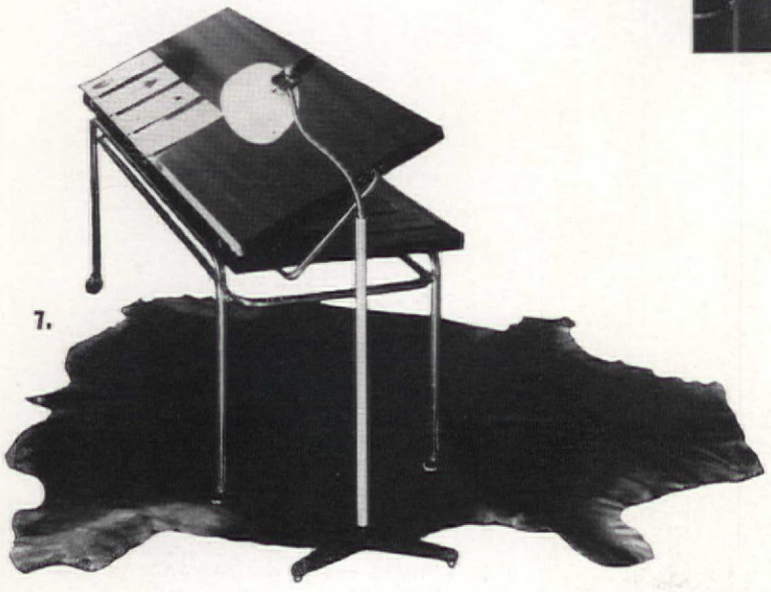
5.



6.



A living room-dining room-clients' reception room in a New York penthouse studio and apartment. Designed for maximum flexibility of use, the room is furnished entirely with special pieces, each experimental in character. A well-known designer, the owner finds this an excellent proving ground for furniture not yet ready for commercial production. **1**—sofa, metal frame, on casters, helicon springs, cushions of rubberized hair. **2**—Telephone stand and ash receiver, chromium plated. **3**—Reading chair, with folding foot rest. Tubular frame, curved to fit body; upholstery, leather. **4**—Fireplace with roll-up fire screen. **5**—Special lock and handle. **6**—Phonograph with record compartment. **7**—Combination dining table and table for showing drawings. Black bakelite laminated on wood. **8**—Armchair, wood arms curved for increased comfort; adjustable back.



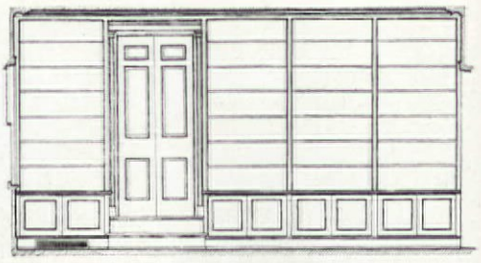
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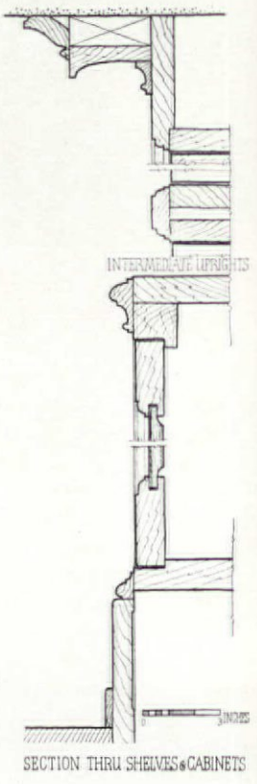


8.



Samuel H. Gottscho





WILLIAM F. DOMINICK, ARCHITECT

Books invariably provide excellent wall decoration; the Colonial living room above shows an admirable combination of simple woodwork, books, wallpaper, and plain carpeting, resulting in an atmosphere of comfort and livability. Even more informal is the large room below, part of a house built in 1780 near Washington, Conn., and subsequently remodeled.

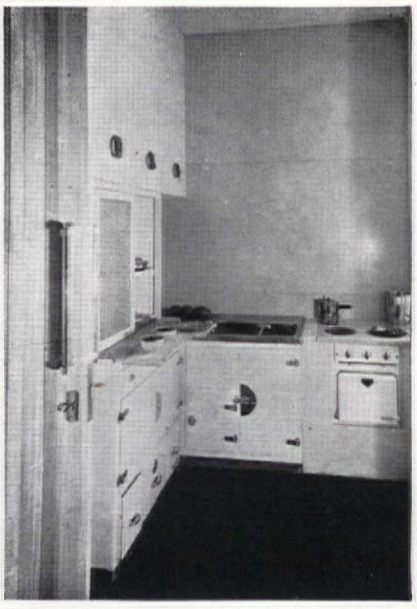
Floor—4-inch quartered oak, walnut stain. Carpet—taupe. Venetian blinds—buff. Wallpaper—light buff, patterned. Hardware—P. & F. Corbin. Curtains—salmon. Upholstery—salmon and blue.

RICHARD H. DANA JR., ARCHITECT



Richard Averill Smith

Walls — robin's-egg blue. Ceiling — white. Woodwork—antique beige. Draperies—Egg-shell chintz, in blues, pinks, and greens. Upholstery — Mulberry-and-white prints, also drapery chintz.



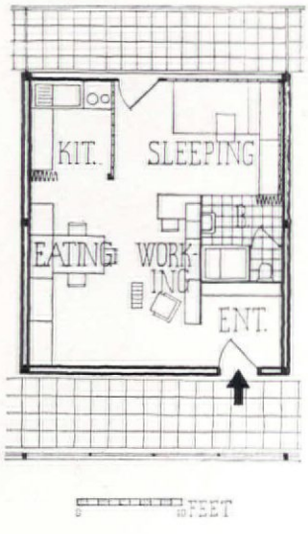


MAURICE BARRET, ARCHITECT

Georges Martin Photos

A compact model apartment in Paris. The kitchen can be closed off by an accordion door, and curtains are used where necessary to subdivide the space. Storage space is provided in specially designed cabinets; those in the illustration at the upper right show an ingenious and convenient method of storing periodicals for easy reference.

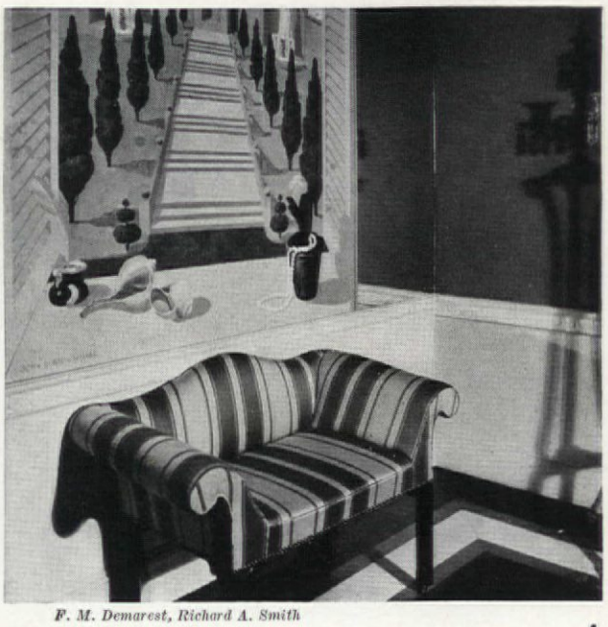




WALL TREATMENTS

1.





F. M. Demarest, Richard A. Smith

4.

2.





3.

Scenic backgrounds, which formerly enjoyed wide favor, have reappeared in a number of new forms, chief of which is the photomural. Its use, however, is generally confined to the recreation room. Illustration **1** shows such an example, a night view of Stockholm, by Drix Duryea Inc. **2**—Scenic wallpaper from Richard Thibaut. **3**—A conventionalized map showing travels of the owner. **4**—A mural by John Burton Wisner, for W. & J. Sloane.

ARNE JACOBSEN, ARCHITECT



Sigurd Fischer

Most distinguished of all backgrounds is that made possible by the modern house: the out-of-doors. This interior of a house in Copenhagen is a superlative example of the possibilities of such treatment.



Dell & Wainwright

ERICH MENDELSOHN & SERGE CHERMAYEFF, ARCHITECTS

Built-in desk, shelves, and radiator covers, in a flat in London, notable for the way in which these diverse elements have been organized, and for the distinguished wood detail. Most unusual are the radiator covers, consisting of an open wood grid and holes unobtrusively placed in the continuous top panel.

1. Five-light ceiling fixture. Can be had in copper, weathered brass, pewter, or gold finishes. $18.15. Chase Brass and Copper Co. **2.** (Left) No. 2948, in chrome and ivory, $15. (Right) No. 2949, in copper and bleached ivory, two lights, $25. Rembrandt Lamp Corporation. **3.** No. 916, in brushed copper, glass, and white baked enamel. Curved opal glass at top. $15. Wright Accessories, Inc. **4.** No. 2165, ceiling fixture, in brushed aluminum with opal glass center to reflector, $9. **5.** No. 1724, copper finish; can also be had in chrome finish. $21.50. Both 4 and 5 from Lightolier Co. **6.** No. 10U87. The top section of the standard is flexible. The shade is fabric covered. Lamp $8.75, shade $2.35. Mutual Sunset Lamp Co., Inc.

1.



2.



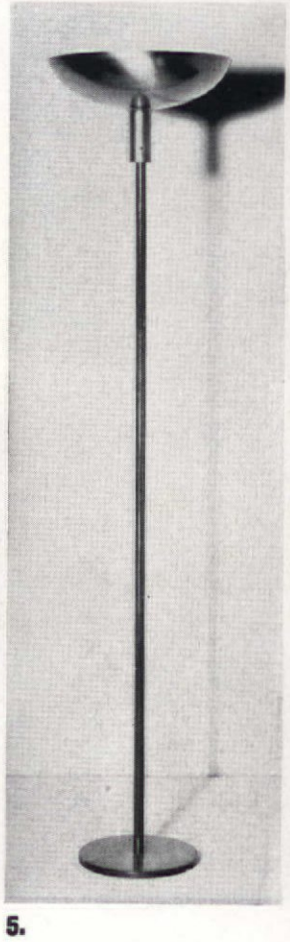
3.



4.



5.



6.



FIREPLACES



1. *Coggins & Hartung*



2. *George Van Anda*



3.

1—Old stone fireplace, restored. 2—Pine paneled bedroom alcove, H. M. Woolsey, architect. 3—Fireplace incorporating Dutch oven, Davis & Walldorff, architects. 4—Hearth and fireplace of precast concrete block, Alden B. Dow, architect. 5—Apartment by Contempora, Inc. Colors: chartreuse yellow walls and ceiling, rose carpet, white upholstery. 6—Mirror facing, set in wood frame, marbleized hearth, Robert de Veyrac, designer.



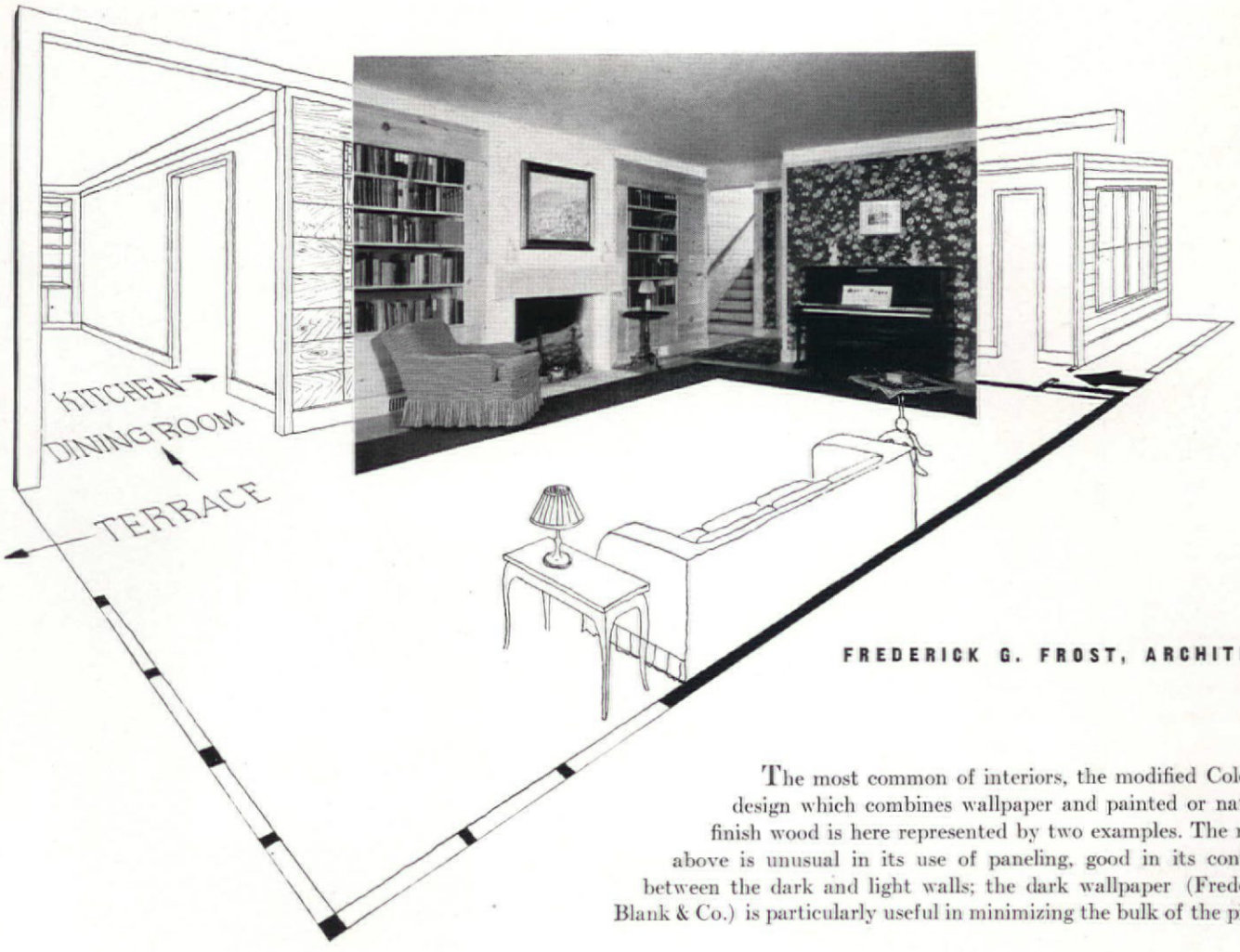
4. *R. Chickering*



5. *F. S. Lincoln*



6.



FREDERICK G. FROST, ARCHITECT

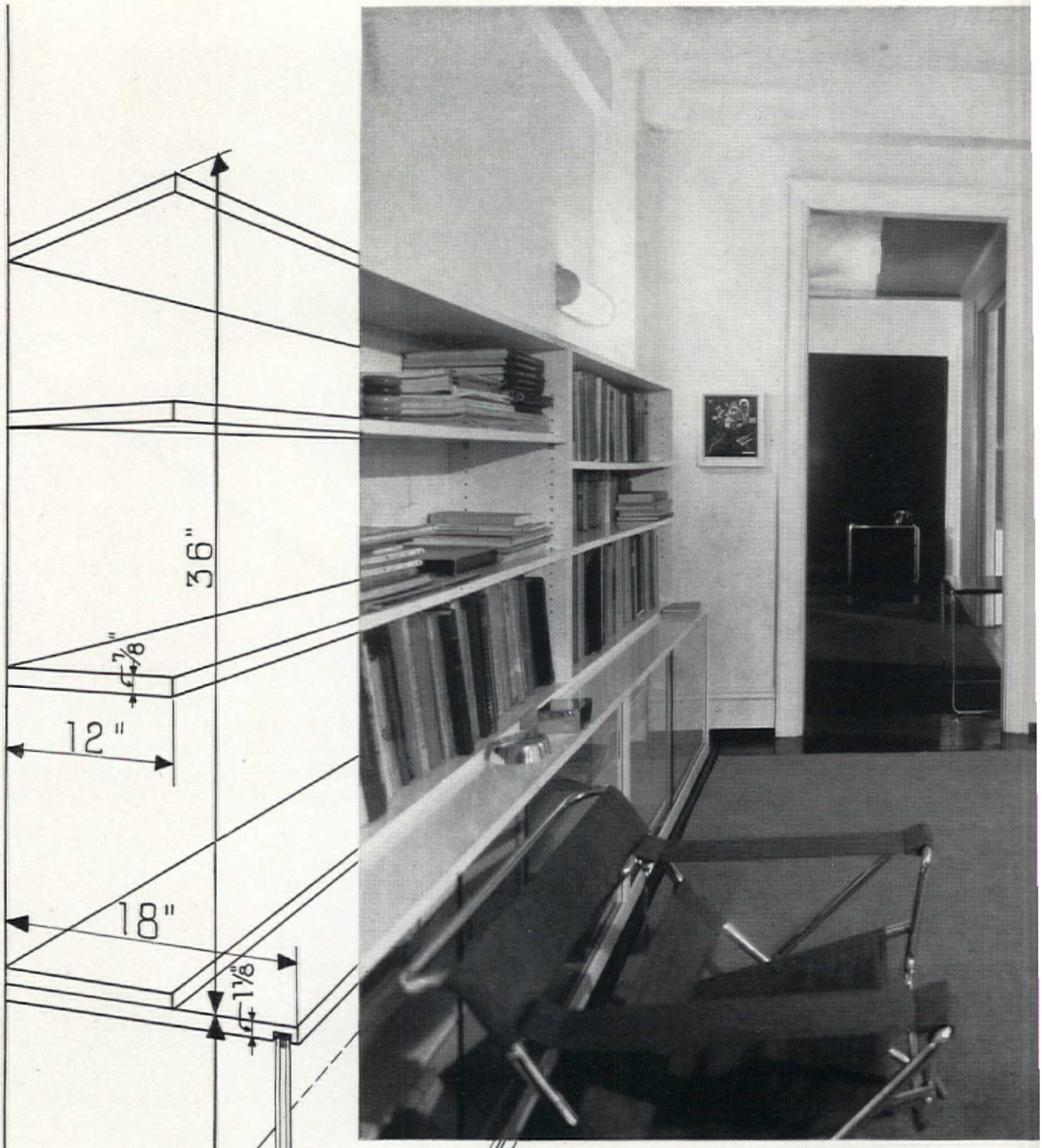
The most common of interiors, the modified Colonial design which combines wallpaper and painted or natural finish wood is here represented by two examples. The room above is unusual in its use of paneling, good in its contrast between the dark and light walls; the dark wallpaper (Frederick Blank & Co.) is particularly useful in minimizing the bulk of the piano.



George Van Anda

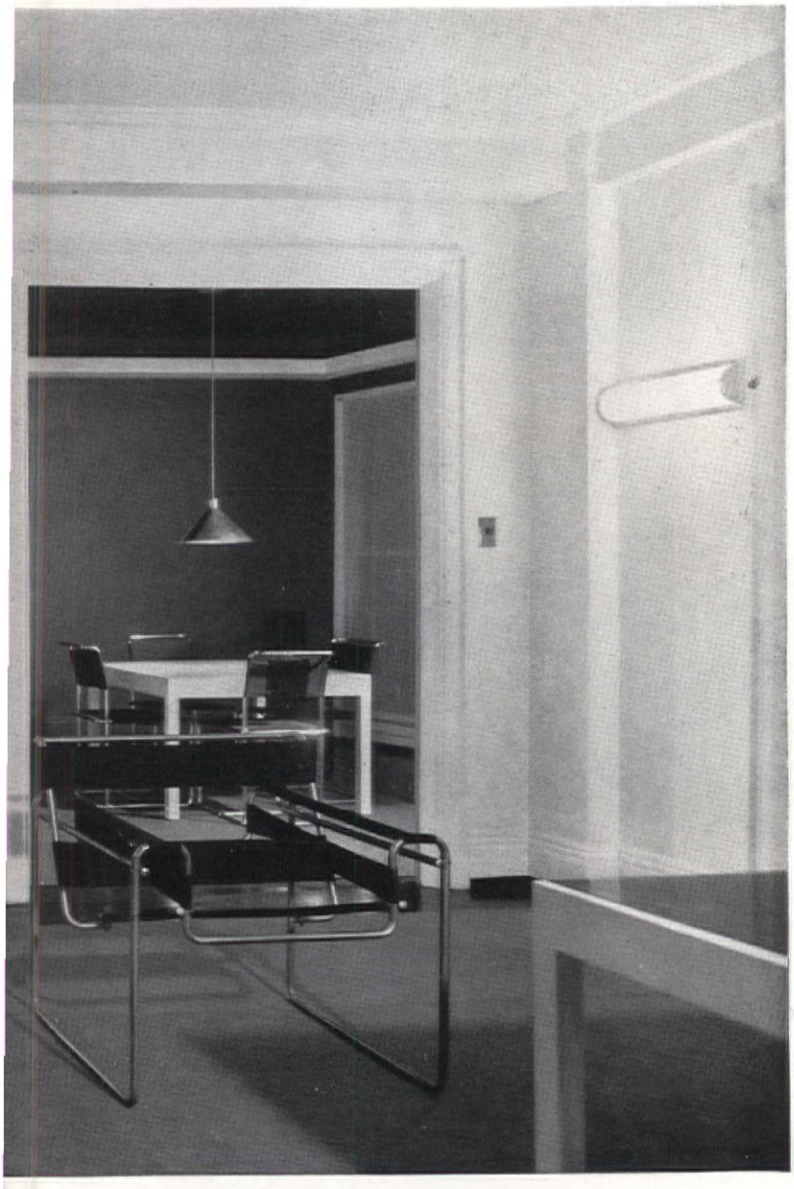
This room is more conventional in its arrangement of values, and derives some of its decorative interest from the pattern of hooked rugs. The choice of a simple Colonial type wallpaper (Imperial Paper & Color Corp.) is particularly appropriate.

JANE VULLWINKLE, DESIGNER



WILLIAM MUSCHENHEIM, ARCHITECT

Apartment house in New York, the standard background remaining unchanged save for painting. Floors are black, woodwork white, carpet (Bigelow-Sanford) light gray, chromium plated lighting fixtures. Wood furniture was designed by Mr. Muschenheim. Metal furniture by Thonet Bros., Inc. after designs by Marcel Breuer. The large bookcase and cabinets were specially designed by the architect.





Byron Co. Photos



Frank Willming

Nos. 2033-34-35, three-section sofa, $200. Corner table No. 2134, $45. DUNBAR FURNITURE MFG. CO.



Pair of tables, each 33 x 24 in., No. 7045, $37 each. Easy chair No. 5271, from $72 to $107 according to grade of upholstery. HERMAN MILLER FURNITURE CO.



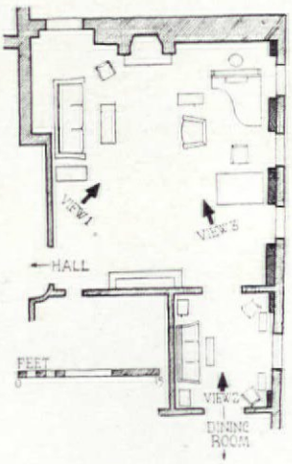
Coffee table with wood top as shown $35; with glass top $44. Both this table and those above designed by GILBERT ROHDE.



End table No. 413, in blond finish as shown, $17.50; can also be had in walnut, $16. WABASH CABINET CO.



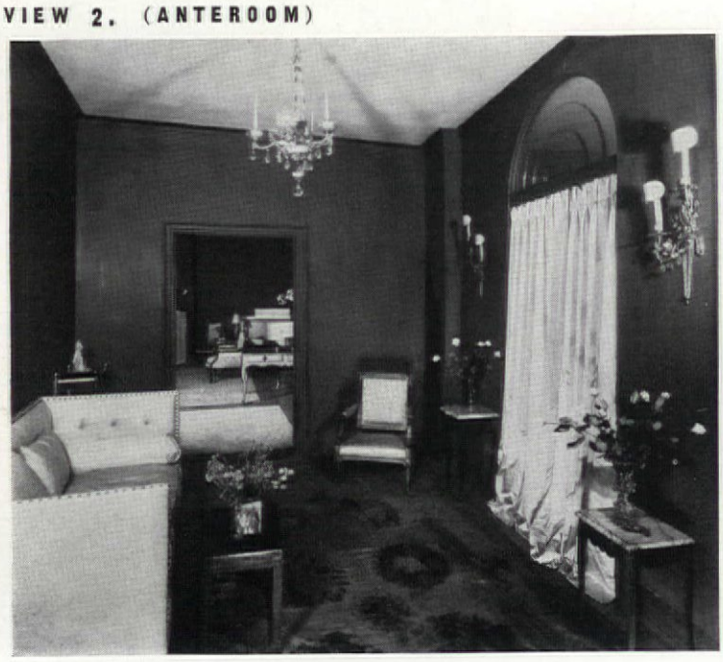
VIEW 1. NANCY McCLELLAND, INC., DECORATORS



An unusual formal living room, its dark walls well calculated to set off the few carefully selected pieces to best advantage. Its chief interest is as a demonstration of the latitude given the designer who chooses to work outside of a period framework. Here furniture in various styles has been placed in a non-traditional setting without any inconsistency.

Curtains, beige satin; floors, very light oak; rugs, oyster white; walls, deep blue paint glazed with white paint and waxed; woodwork, same; hardware, French bronze gilt; lighting fixtures, largely crystal; upholstery, off-white; mantel, structural glass, Corning Glass Works, bonded with chromium strips.

VIEW 2. (ANTEROOM)



VIEW 3.



Bushnell-Linn Photos



Richard Averill Smith

NANCY McCLELLAND, INC., DECORATORS

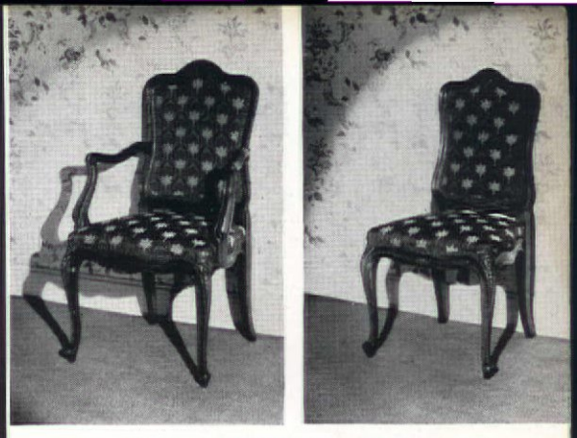
Two interiors, carried out with greater insistence on period than is customary in the bulk of contemporary work. Above, a very formal interior in the French manner; below, a slightly less formal treatment based on American and English precedent.

Sofa and chair upholstery, off-white and rose, by Kent-Bragaline, Inc. Curtains, off-white, Brunschweig & Fils.

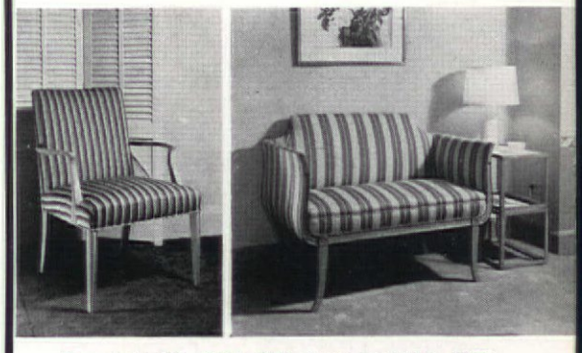
McMILLEN, INC., DECORATORS



Emelie Danielson



From suite No. 390. Armchair $35, side chair $28. DREXEL FURNITURE CO.



Armchair No. 1174, $50. Love seat No. 1052, $95. Side table No. 114C, $30. DUNBAR FURNITURE MFG. CO.



Unit No. 7000, drop-lidded desk, $87. Unit No. 7001, utility bookcase, $79. Unit No. 7002, bookcase, $65.50. In ebonized mahogany; alternative finishes and wooden legs available. Designed by GILBERT ROHDE for THE HERMAN MILLER FURNITURE CO.

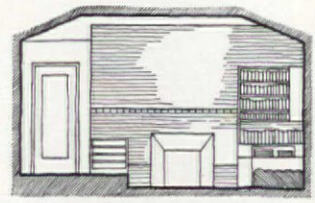


Secretary No. 89.90, $32. Desk No. 147, $70. JAMESTOWN TABLE CO.

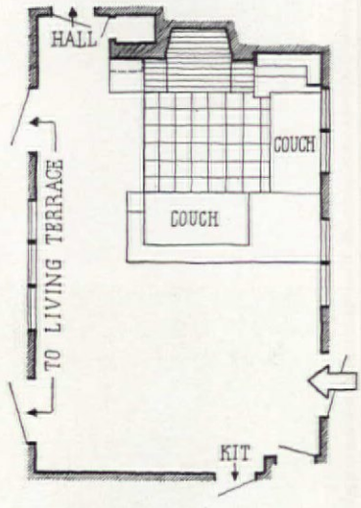
Dropping a portion of the living room floor is here a successful means of creating interest. Consistency is gained with the plainest kind of dressed lumber used for the various built-in pieces of furniture. The use of tile flooring in the sunken area subtly gives importance to the fireplace.

WILLIAM WILSON WURSTER, ARCHITECT





ELEV TOWARD FIREPLACE



PLAN OF LIVING ROOM





F. S. Lincoln

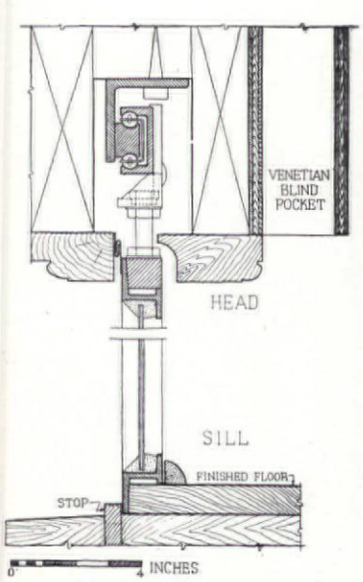
ALEXANDER D. KNOX, ARCHITECT

An interior chiefly interesting for its lack of conventional modernity. Japanese bamboo screens are pleasantly informal shades whose texture harmonizes well with the straw rugs. Two walls are yellow, one white; trim is green; the sectional sofa at the far end is dark green.

A distinguished interior which succeeds in combining modern and traditional elements without inconsistency. Main feature of the room is the large opening to the terrace and garden. Walls are chocolate brown; rug off-white; upholstery light beige, with terra cotta accents; draperies off-white; fireplace white brick, with a tile hearth. A detail of the sliding doors is shown below.

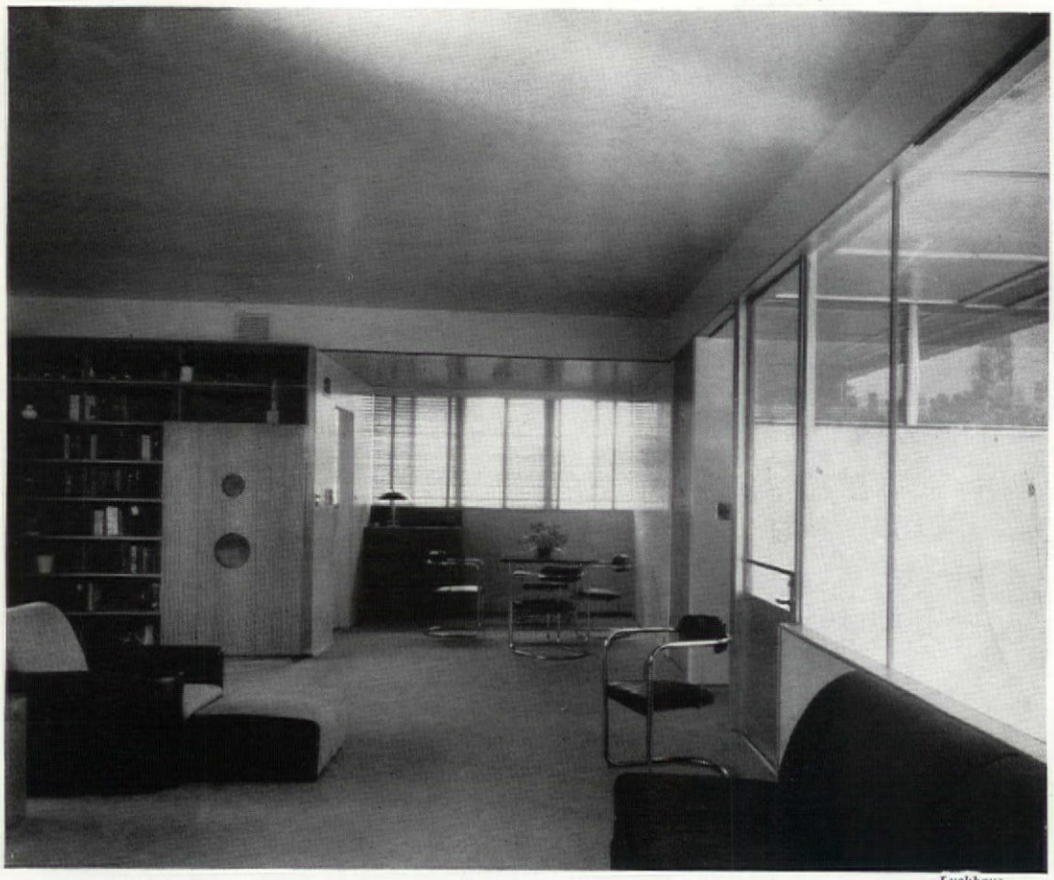
Lighting Fixtures, Carl Von Hacht. Flooring, Eastern White Oak, White Brothers Hardwood Co. Glass, Libbey-Owens-Ford Glass Co. Wallpaper, Imperial Paper & Color Corp.

FREDERICK L. R. CONFER, ARCHITECT



SECTION THROUGH SLIDING DOOR

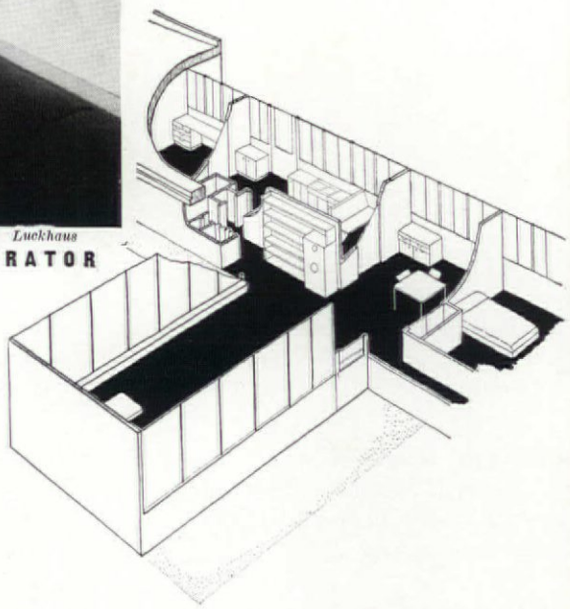




Luckhaus

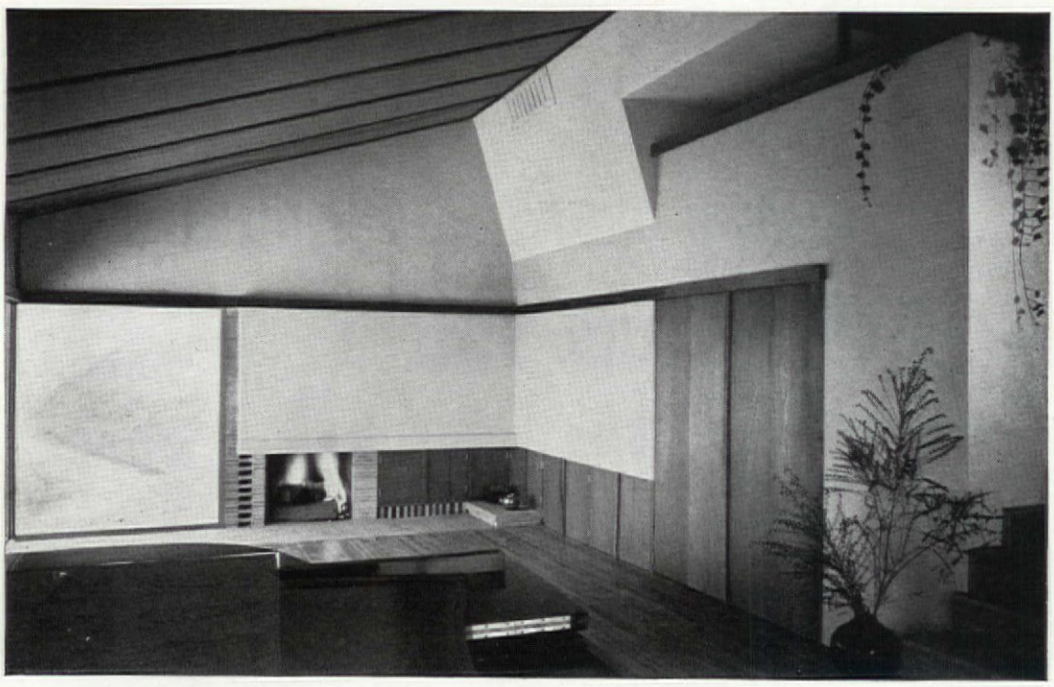
Carpet—Frieze Mohawk Carpet Mills Inc. Casements—Druwhit Metal Products, Los Angeles. Glass — Libbey-Owens-Ford Glass Co. Upholstery—L. C. Chase & Co. Metal Furniture—Joseph Bozung and Howell Co.

RICHARD J. NEUTRA, ARCHITECT PETER PFISTERER, COLLABORATOR



A living-dining combination in which the dining space has been reduced to a minimum. Plate glass windows extend along both sides of the living room, and are shaded from direct sunlight by eaves, which also contain lighting fixtures. Upholstery is brown, the carpet a pink-gray, woodwork is Philippine mahogany, rubbed with aluminum paint, and curtains are coral.

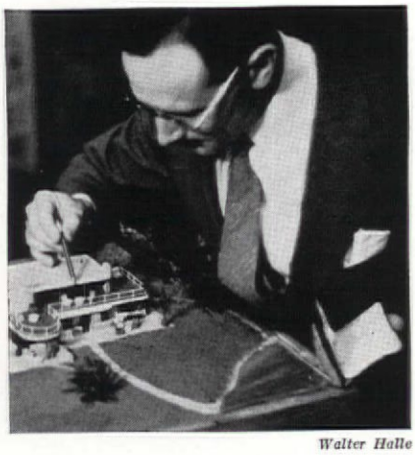
HARWELL HAMILTON HARRIS, DESIGNER



Fred R. Dapprich

An unusual relationship of picture window and fireplace. The latter, in combination with a Superior Heat Circulator, heats the room. The line of cabinets on the right forms the partition between the living room and bedroom.

Ceiling, The Celotex Corp.; woodwork, redwood.

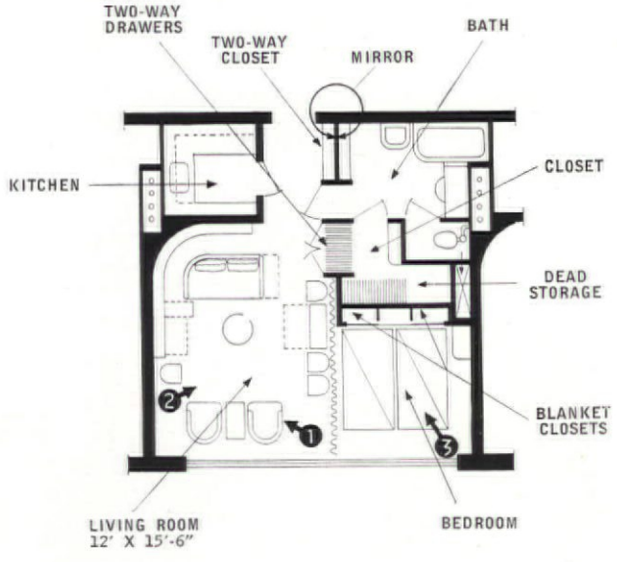


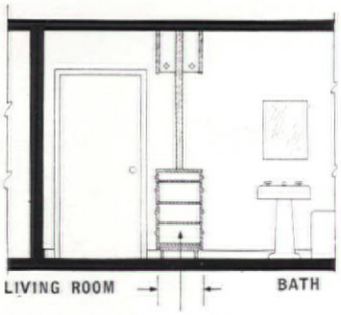
Walter Halle

GILBERT ROHDE, one of the pioneer group of American industrial designers, was born in New York City in 1894. His formal training was received at the Art Students' League, supplemented by travel abroad. In 1934-5 he conducted a course in industrial design at the New School for Social Research. With the founding of the WPA Design Laboratory in New York in 1936 he became its director, basing the curriculum on that of Gropius' famous Bauhaus at Dessau. He resigned a year later due to pressure of work, but remained a member of the Advisory Committee. Although best known as a designer of modern furniture for mass production, he has done a number of commercial interiors, particularly showrooms, and has designed water coolers, clocks, cigarette vending machines, furnaces, and a variety of other products.

APARTMENT OF MINIMUM SIZE

DESIGNED FOR THE ARCHITECTURAL FORUM

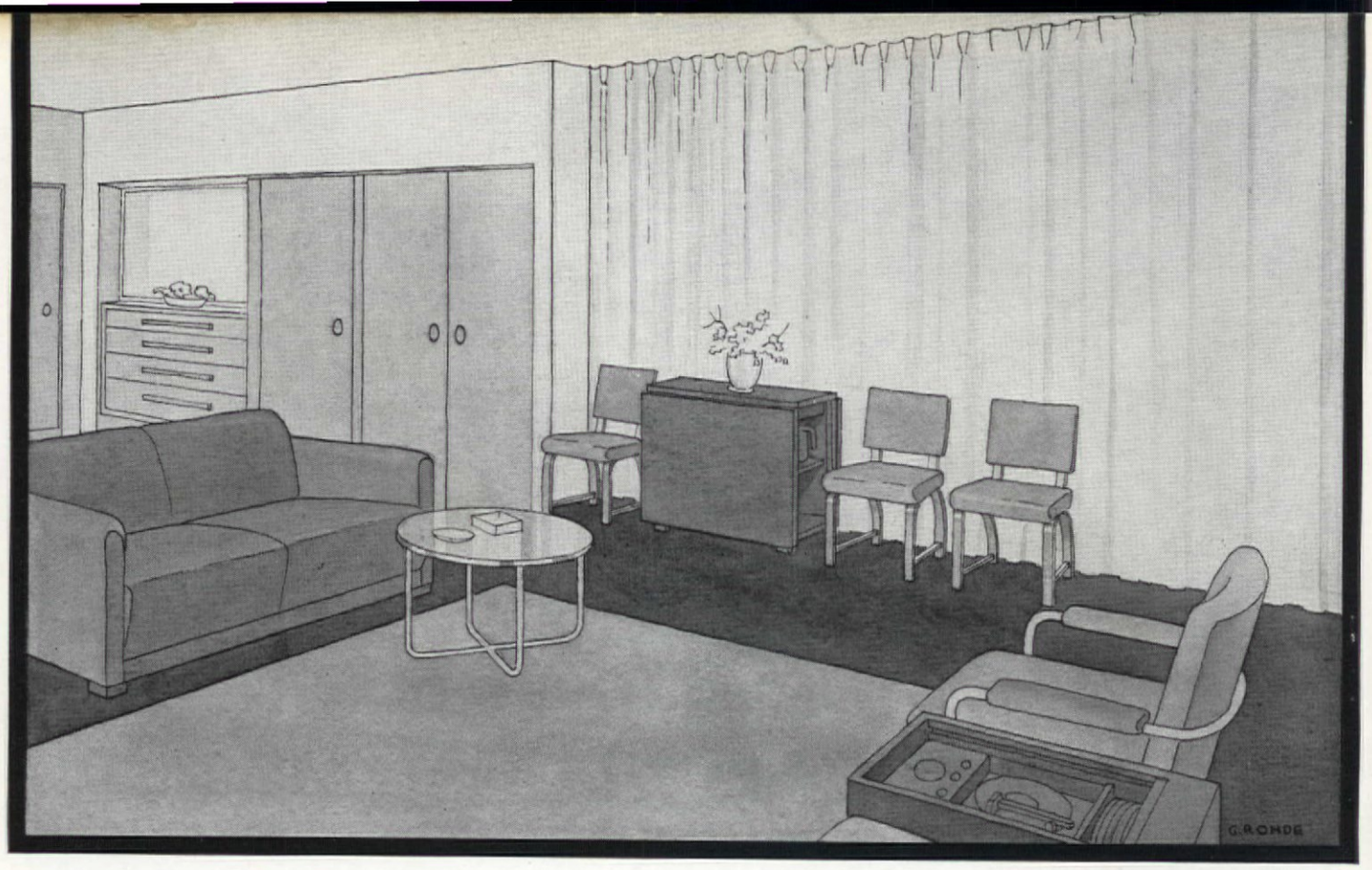




SECTION OF BUILT-IN CHEST

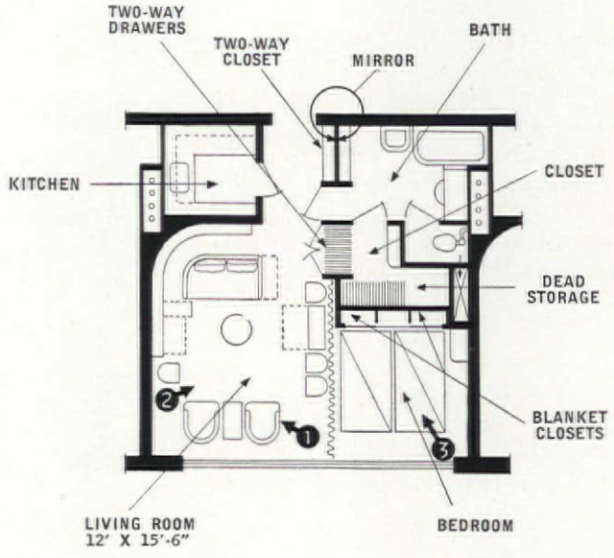
At the left is a diagrammatic plan of Mr. Rohde's projected one-room apartment. The requirements adopted were that better than average comforts be provided, and that the plan reduce the time and motions of housekeeping to a minimum. Built-in furniture and equipment are emphasized.

The section shows an extremely ingenious device—a two-way clothes closet and chest of drawers. This permits the use of the bathroom or living room as a dressing room if desired; guests may use the closet from the living room side for hats and coats. With clothes and linen thus accessible where needed, an unusual degree of privacy is assured, steps are saved, and duplication of storage units is made unnecessary.



VIEW 2.

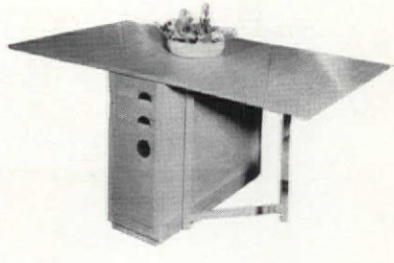
Above, a view showing the two-way closet and chest of drawers. The full-height curtain effectively conceals the bed alcove, and forms a pleasing background for furniture. A free-standing table of the gate-leg variety is used for compactness and flexibility. The table (shown below) contains drawers for linen, silver, and a compartment for electric appliances. The radio-phonograph is of the end table type, occupying little space and convenient for use. At the right is the plan showing the complete layout and the special features incorporated.

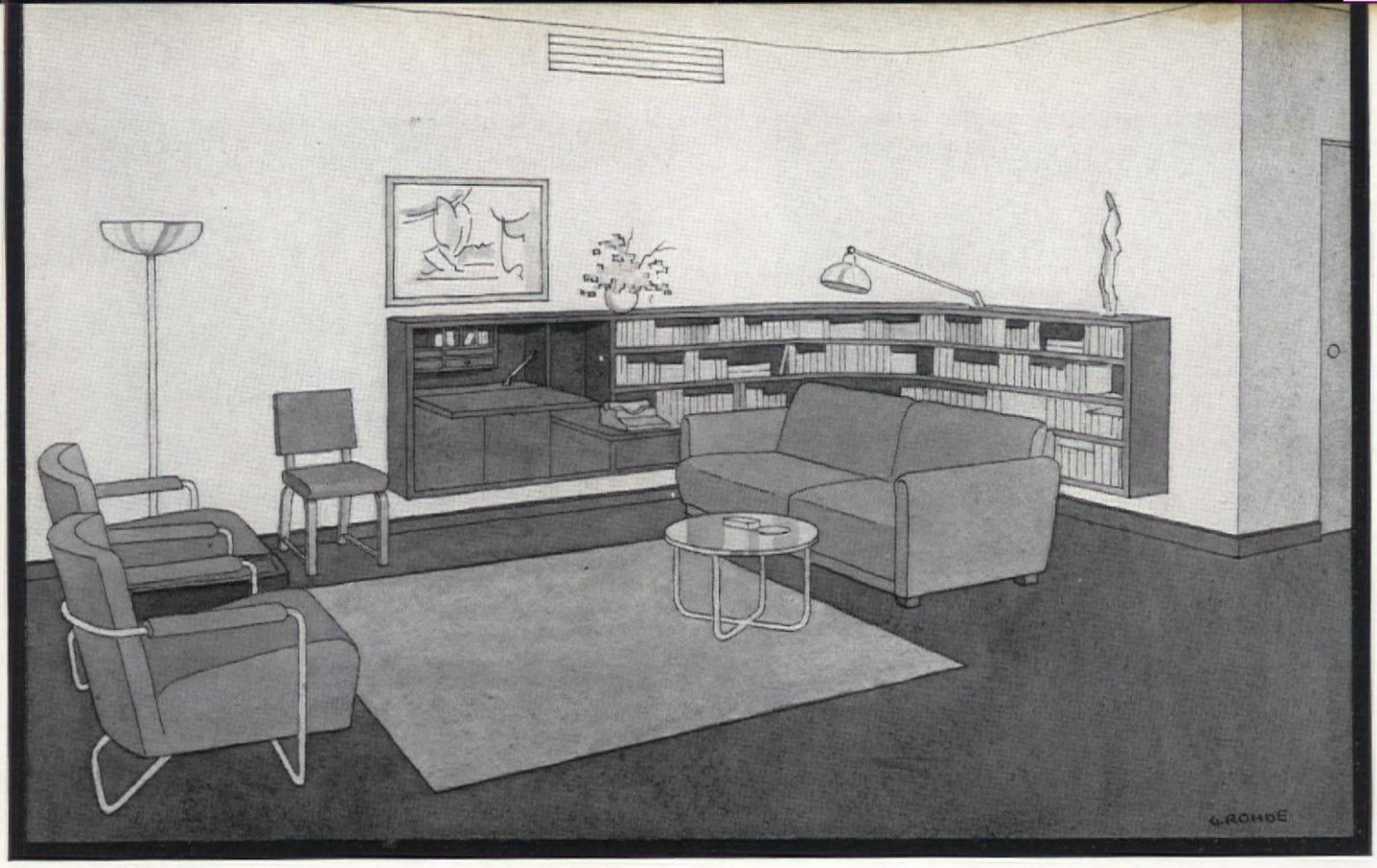








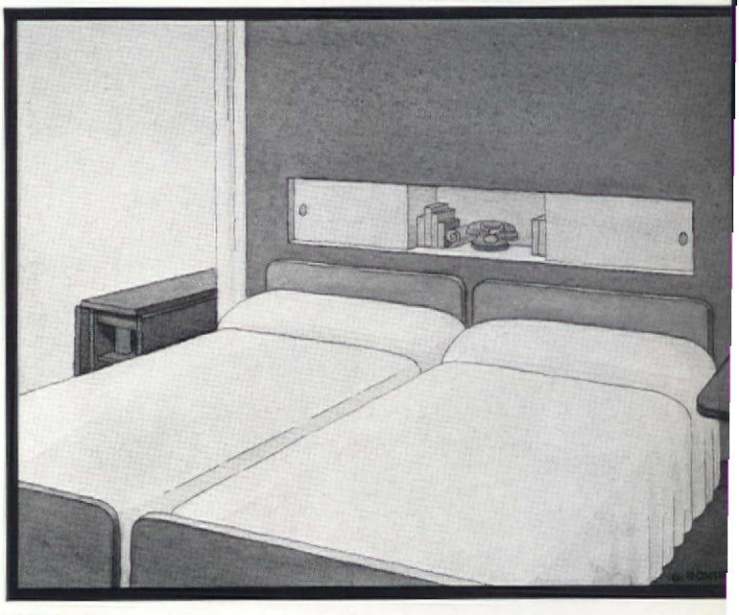




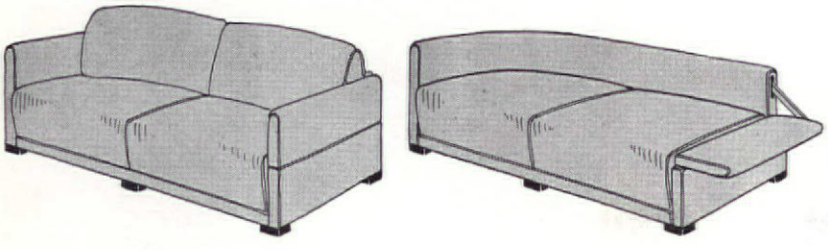
VIEW 1.

Built-in bookshelves and cabinets provide the special storage space required, while leaving the floor free. Worth noting is the drop front for a portable typewriter, set at the correct height for use. Emergency accommodation for one person is provided by a convertible settee, illustrated below. The bedroom contains two stock beds with a recessed shelf for telephone, books, and two focused reading lights; on either side of the shelf are two small blanket cupboards containing extra covers which are within easy reach when needed.

DESIGNED BY GILBERT ROHDE



VIEW 3.



Approximate prices for the furniture shown are given below; they will be found to vary slightly in different parts of the country. All pieces are manufactured by the Herman Miller Furniture Co. except the cocktail table, which is made by the Troy Sunshade Co.

Bentwood side chairs, covered with imitation leather	$17.50 each
Tubular arm chairs, covered with muslin	$75 each
(with a good grade of upholstery, add $20-$25)	
Console dining table, mahogany	$65
Chairside radio-phonograph, mahogany	
(cabinet)	$53.50
(with chassis)	$111
3 ft.-3 in. beds, mahogany	$33.50 each
Cocktail table, 30 in. diameter, black Formica top, tubular chrome legs	$34.80

1.



ARDEN STUDIOS, INC., DESIGNERS
F. P. HAMMOND, ARCHITECT

Richard Averill Smith



ROBERT LAW WEED, ARCHITECT

2.



WILLIAM & GEOFFREY PLATT, ARCHITECTS

3.



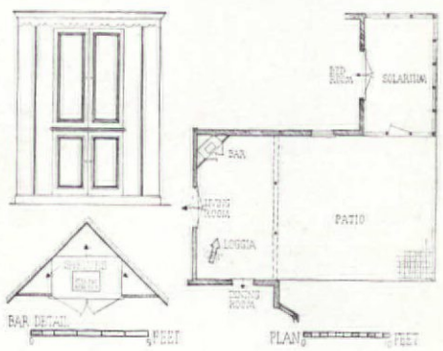
OFFICE OF CARLOS B. SCHOEPPL, ARCHITECT

5.



JOHN L. VOLK, ARCHITECT

Samuel H. Gottscho Photos



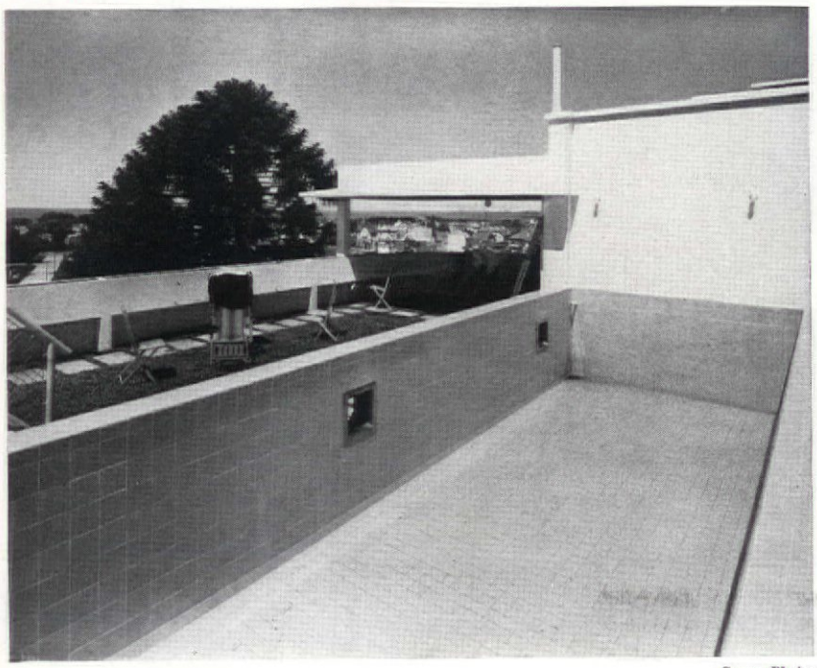
A variety of outdoor living arrangements: **1**—House in Connecticut, with courtyard sheltered on three sides. **2**—Flagged terrace, its informality in keeping with the architecture; **3**—Typical Florida patio, with provision for outdoor dining, etc. **4**—A good example of necessary screening inconspicuously handled; **5**—Porch and patio, provided with built-in bar facilities.



RUDOLF FRAENKEL, ARCHITECT

The illustration above, showing a house in Budapest, is of interest for the various types of living space provided. The large living room can be opened on the courtyard by lowering the windows into pockets; at the end of the terrace a protected area has been created by the use of a roof slab and two supports. Below are two roof terraces in Buenos Aires; the swimming pool is a luxury whose structural complications make it almost prohibitively expensive.

ANTONIO U. VILAR, ARCHITECT



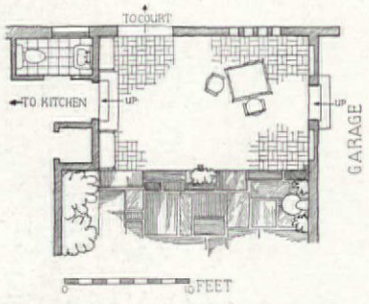


Gomez Photos

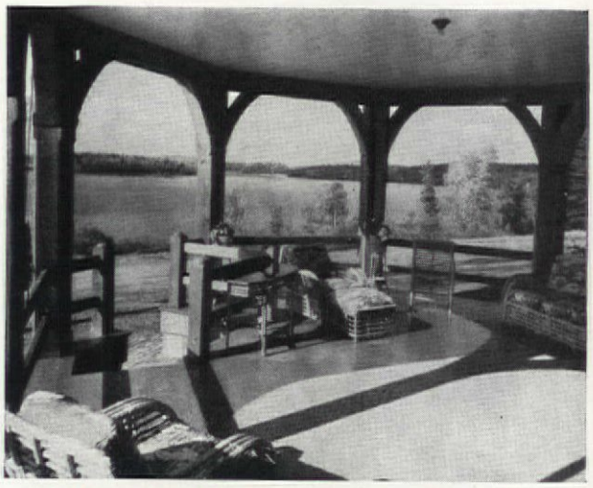


Jane Hardcastle

SEWALL SMITH, ARCHITECT



A small terrace, partly covered. Note the convenience of the location of the kitchen for serving meals out of doors, also the easily accessible lavatory.



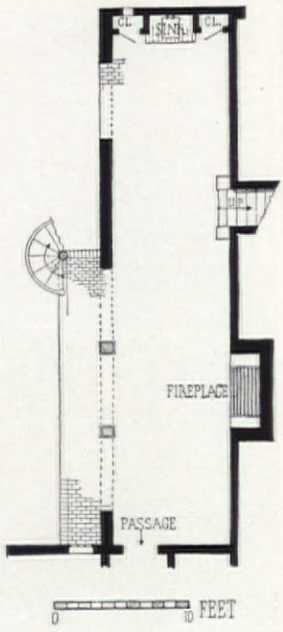
GODWIN, THOMPSON & PATTERSON, ARCHITECTS

A rustic treatment, conforming to the rest of the house. Where conditions require, such a porch could be screened with little loss of visibility.

The examples on these pages show a variety of outdoor living spaces and illustrate not only the greatly increased livability that such elements add to a house, but demonstrate that these provisions for outdoor living are restricted neither by climate nor style.

WILLIAM WILSON WURSTER, ARCHITECT

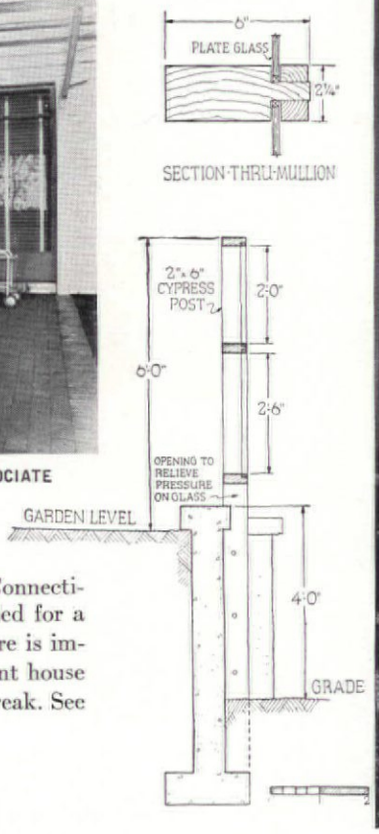




Located on the ground level of a hillside house, this porch is equipped for outdoor living and for dining and cooking as well. The circular stair leads to the main floor.



W. LESCAZE, ARCHITECT; VIRGINIA WILLIAMS, ASSOCIATE



Above, the brick terrace of a remodeled Connecticut house. The small ramp has been installed for a tea wagon. The rope-covered metal furniture is impervious to rain. At the right, an ocean front house notable for the glass-walled terrace wind break. See detail.

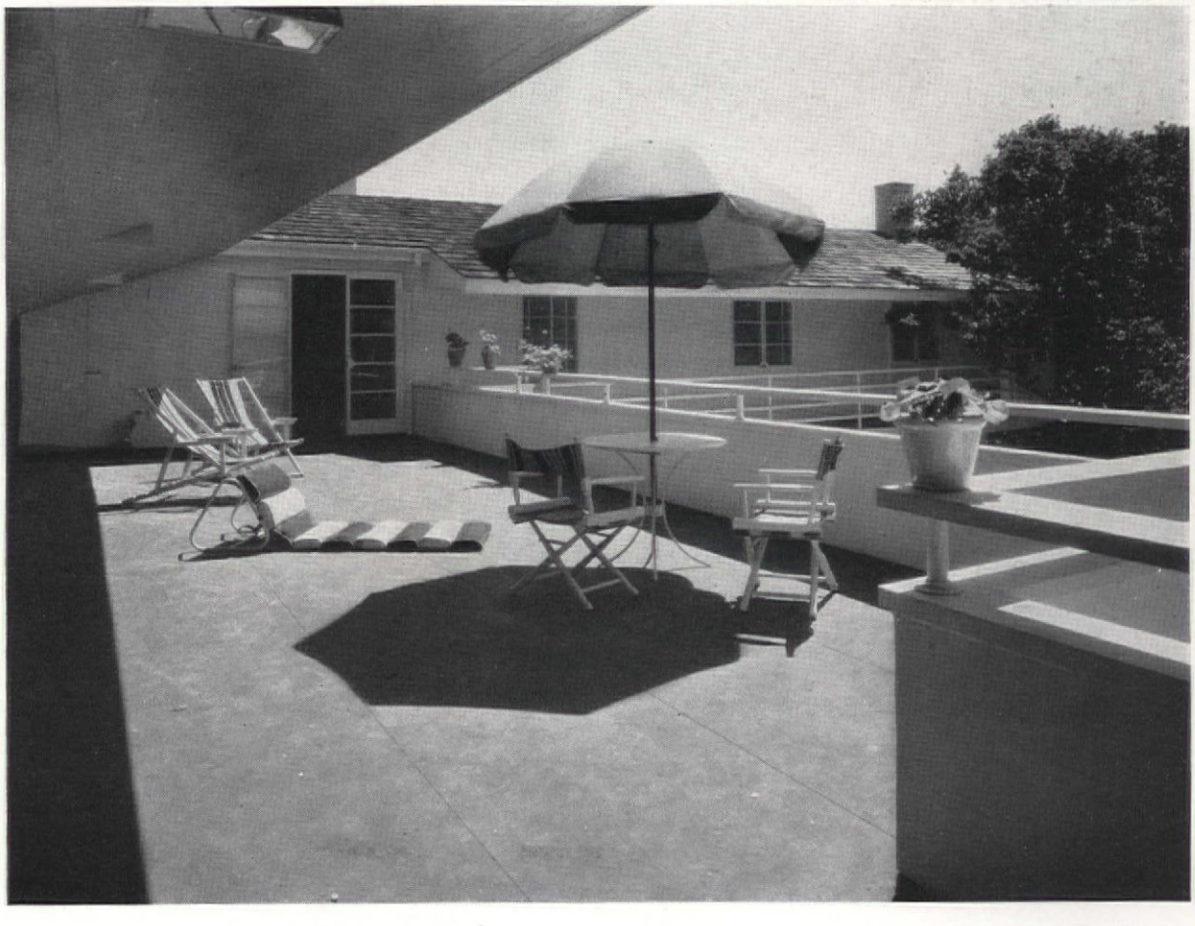


Imandt Photos

WILLIAM LESCAZE, ARCHITECT; GEORGE DAUB, ASSOCIATE

Privacy is afforded the second-floor terrace shown below by the solid parapet. The detail, particularly that of the sloping roof shelter, has been handled with great skill and refreshing simplicity.

FREDERICK L. R. CONFER; GEORGE DAUB, ASSOCIATE



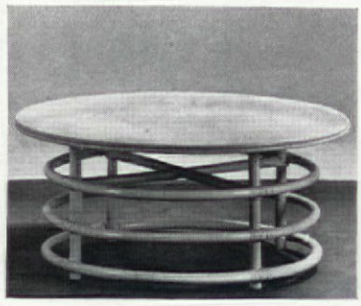
OUTDOOR FURNITURE



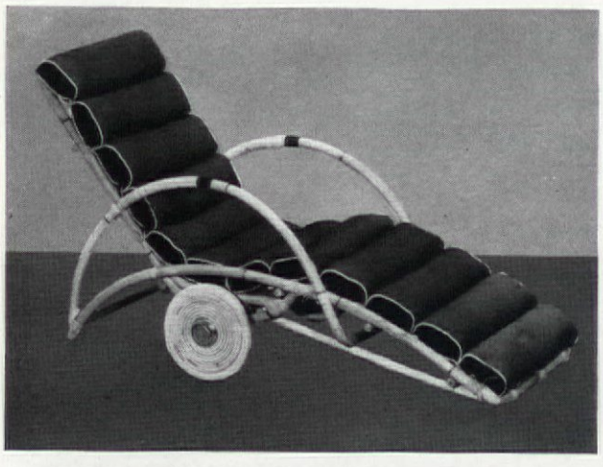






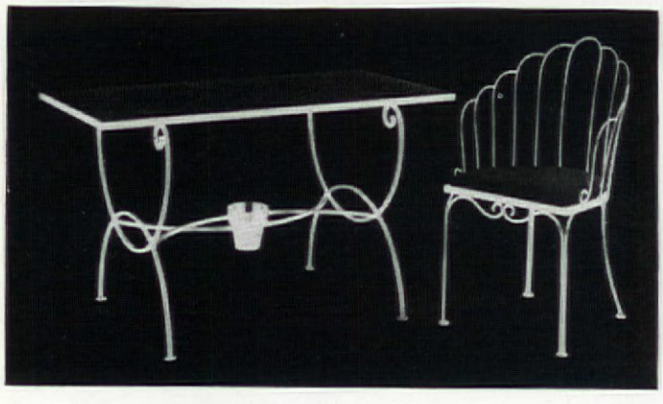


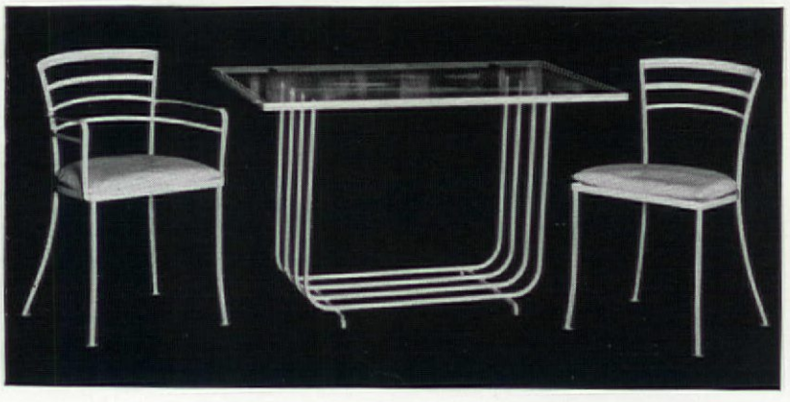






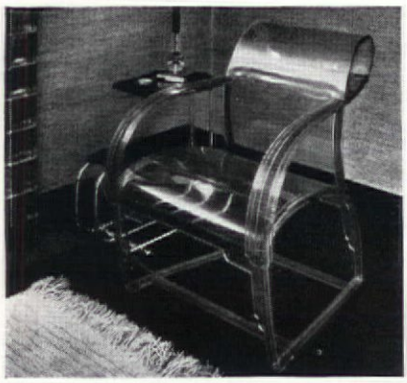




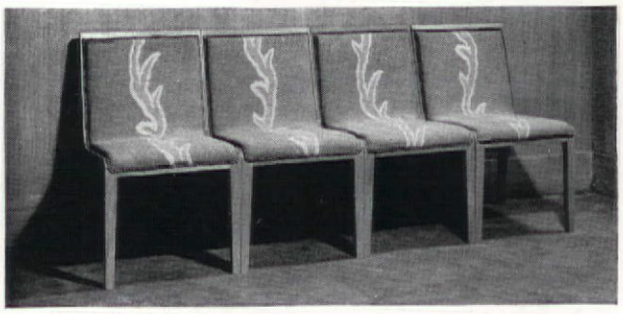


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3	4	6
7	8	9
10	11	

1—No. 7063 CU, from $36 to $44. **2**—Chair No. 7015 CU, from $33.50 to $39.50; Table No. 7306, 19 ins. high, Tego Veneer top, 15 x 18 in., from $13 to $15. **3**—No. 7020 SU, from $115 to $138. **4**—No. 7313, 16 ins. high, from $30 to $34.50, Tego Veneer top 36 in. diam. All these five pieces from Ficks Reed Co. Prices vary according to finish within limits quoted. **5**—No. 617, $19. **6**—No. 619, $19. Both these chairs are of anodic aluminum tube. Upholstery is sail cloth. Warren McArthur Corp. **7**—No. R1573C, $45. **8**—No. R1578C, $19. Both chairs from Heywood-Wakefield Co. Prices quoted are for natural rattan finish and a medium grade of upholstery. **9**—No. C102, metal cane seat and back, $8.50. Troy Sunshade Co. **10**—No. 314, table, $14.50; chair, $10.50. **11**—No. 300, Armchair, $7.25; table, $14; side chair, $6.25. All five of these metal pieces are from Woodard Furniture Co. The tables have glass tops.





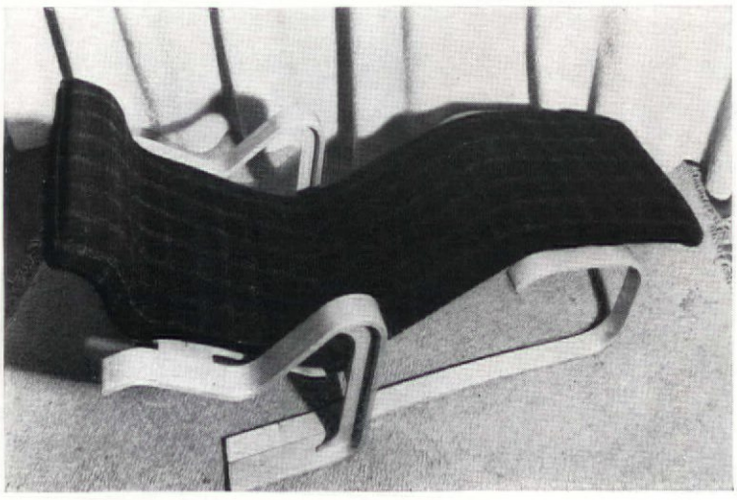










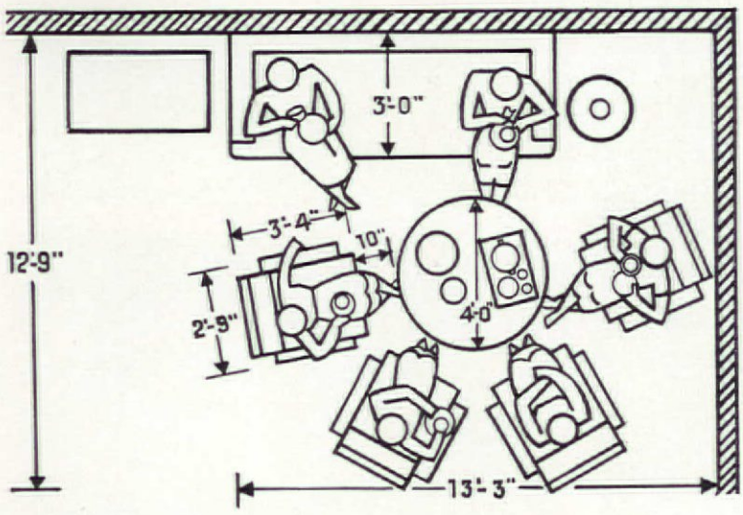


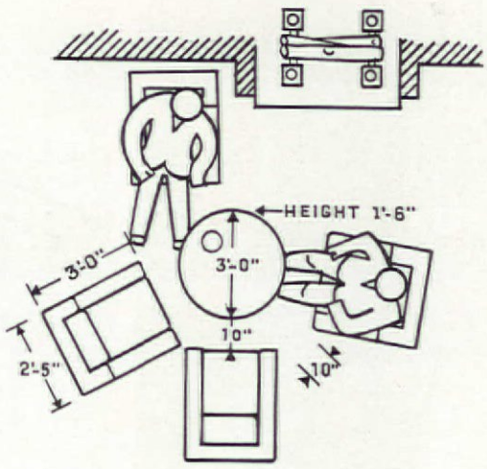


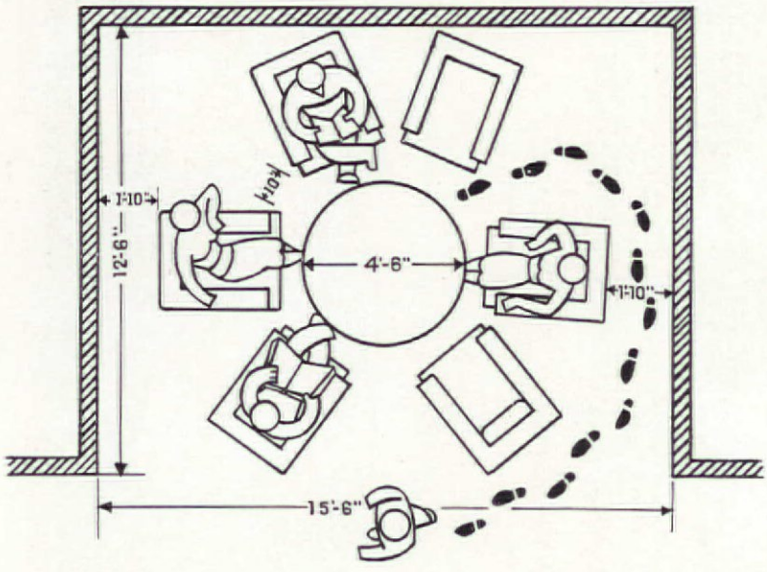
Dana B. Merrill, Howell, Architectural Review, Sydney W. Newbery

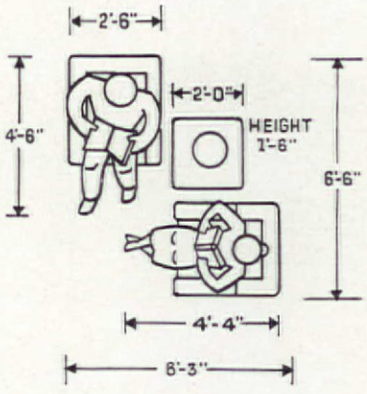
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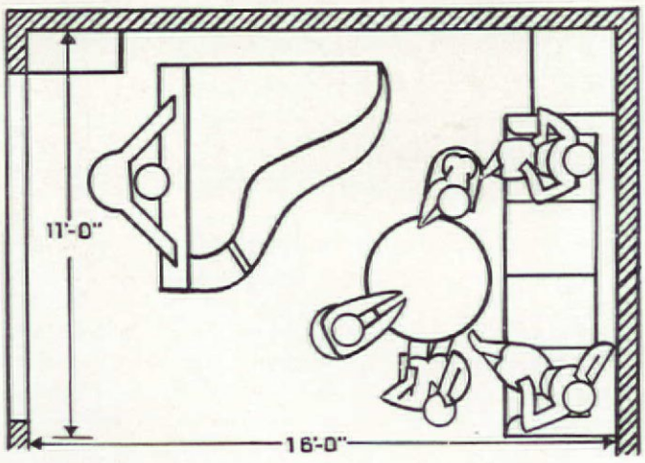
1—Armchair, designed by Cora Scovil, of transparent Plastacele—cellulose acetate plastic, $195. **2**—No. 328S, from $24 to $39 according to upholstery material. The Howell Co. **3**—Parker-Knoll "Ashton" No. PK135 with loose upholstered back and seat removed to show the patented system of tension-suspension springing—a series of covered detachable helical springs. Frederick Parker & Sons, Ltd., London. **4**—No. 108X, designed by Salvatore Bevelacqua, $22.50. The McKay Co. **5**—Line of chairs No. 1782, $50 each. **6**—Chairs No. 120, $35 each. Table No. 1972 with Fabrikoid top, $35; with leather top, $40. Dunbar Furniture Mfg. Co. **7**—Group of furniture designed by Marcel Breuer for the Harnischmacher residence, 1932. **8**—Chaise longue, designed by Marcel Breuer, of plywood with Dunlopillo upholstery. Isokon Furniture Co., London. **9**—Group of furniture designed by Alvar Aalto. Each part built up from thin layers of birch laminated in special presses. Artek, Finland.



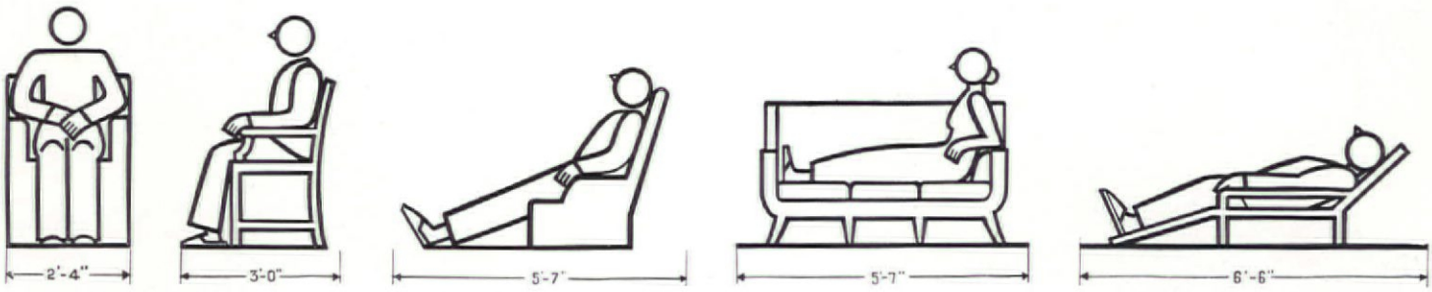




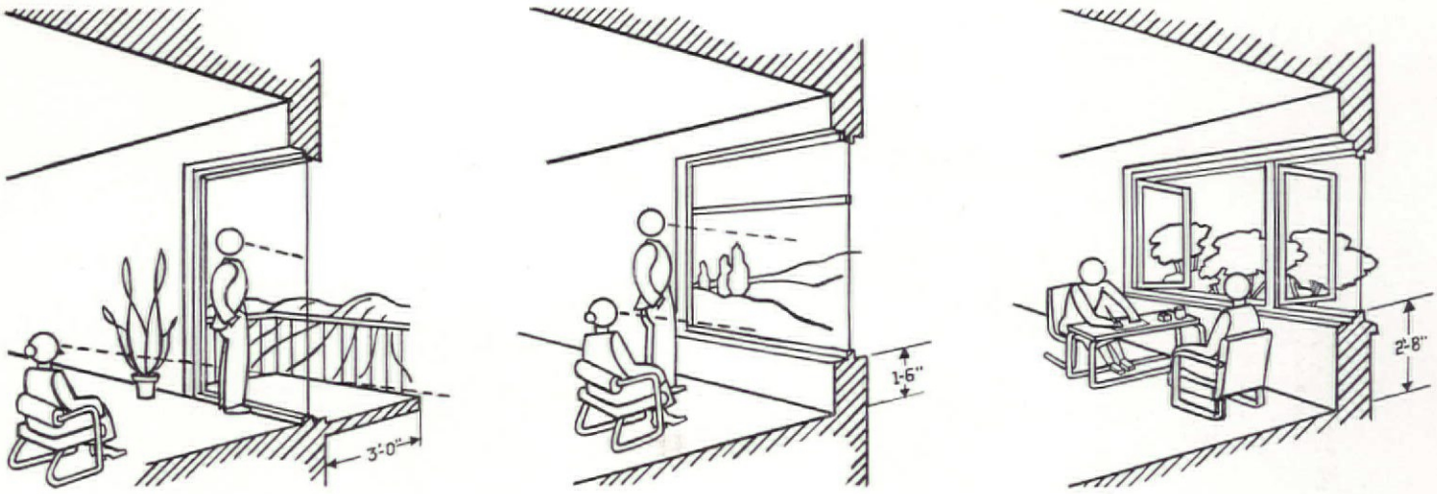




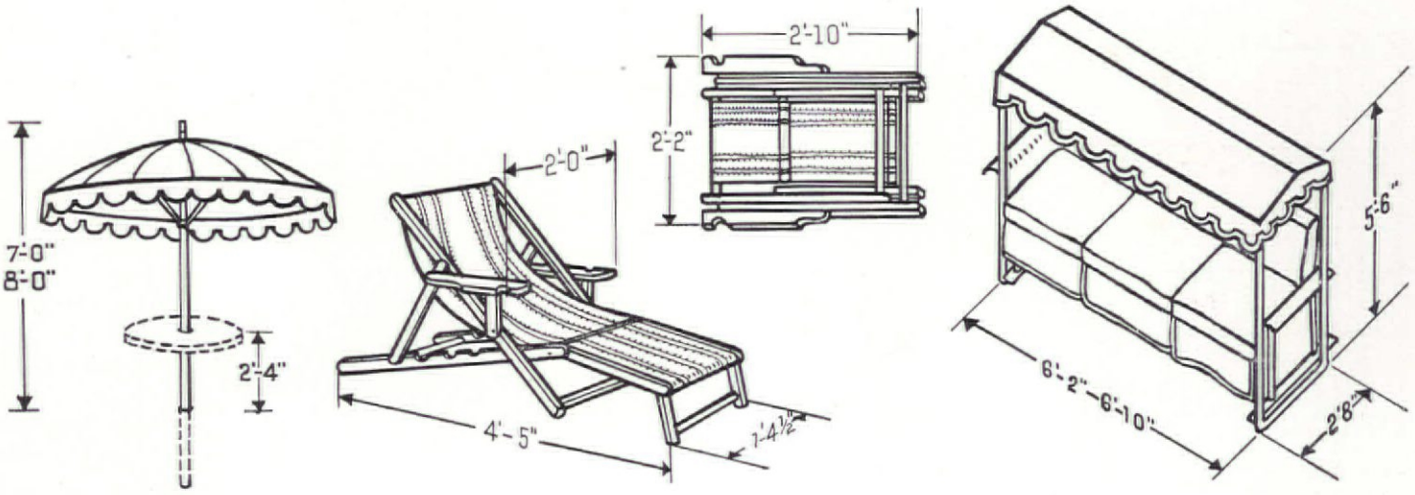
TYPICAL GROUPINGS OF UPHOLSTERED FURNITURE SHOWING FURNITURE SIZES, SPACE REQUIRED FOR ACCESS, AND MINIMUM OVERALL DIMENSIONS



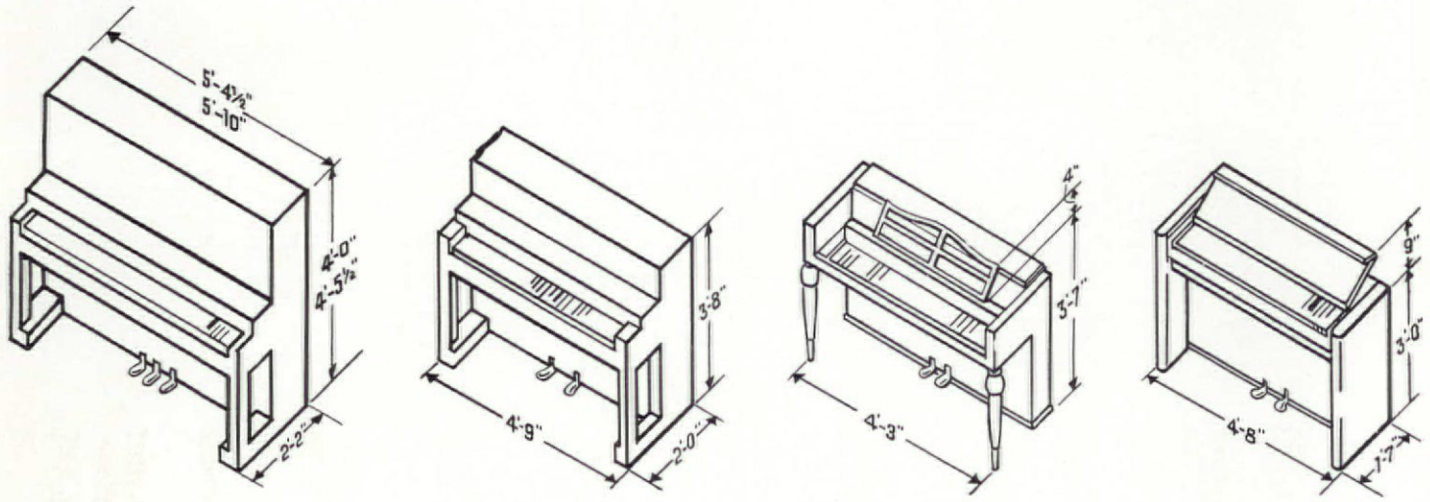
BASIC DIMENSIONS, UPHOLSTERED CHAIRS



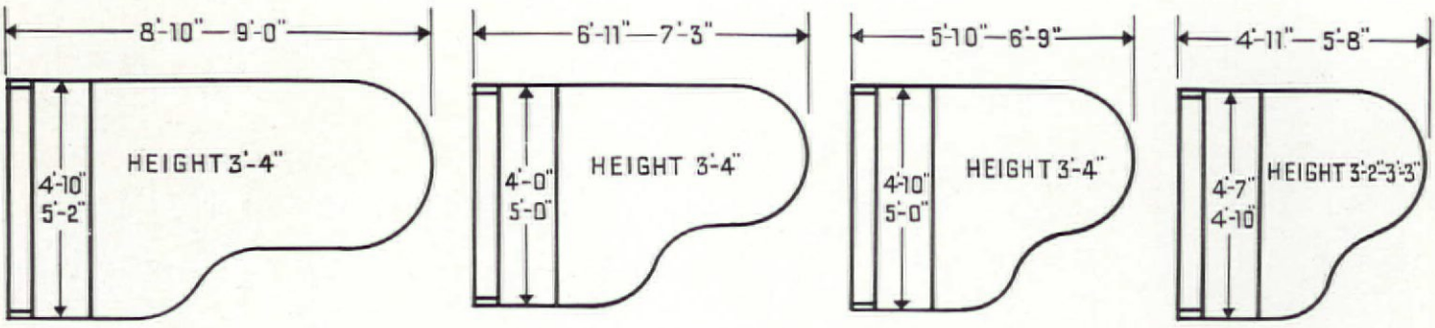
PROPER SILL-HEIGHT AND BALCONY PROJECTION FOR GOOD VISION



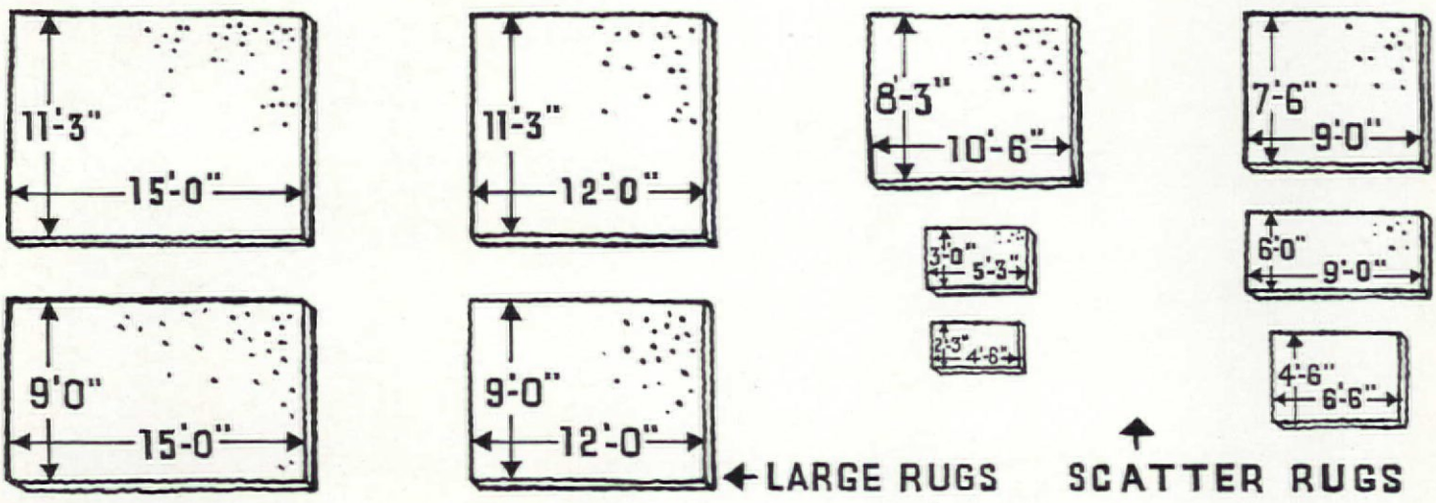
PORCH FURNITURE DIMENSIONS



UPRIGHT PIANO SIZES



GRAND PIANO SIZES



STANDARD RUG SIZES

RECREATION and STUDY



Brown Bros., Byron Co.





R. W. BAUHAN, ARCHITECT JAMES BLAUVELT ASSOCIATES, DECORATORS

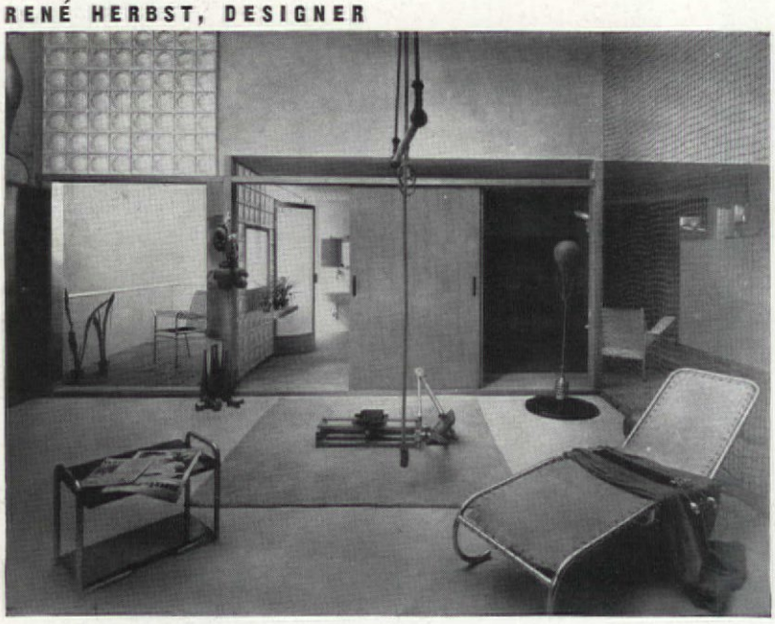
Robert W. Tebbs Photos

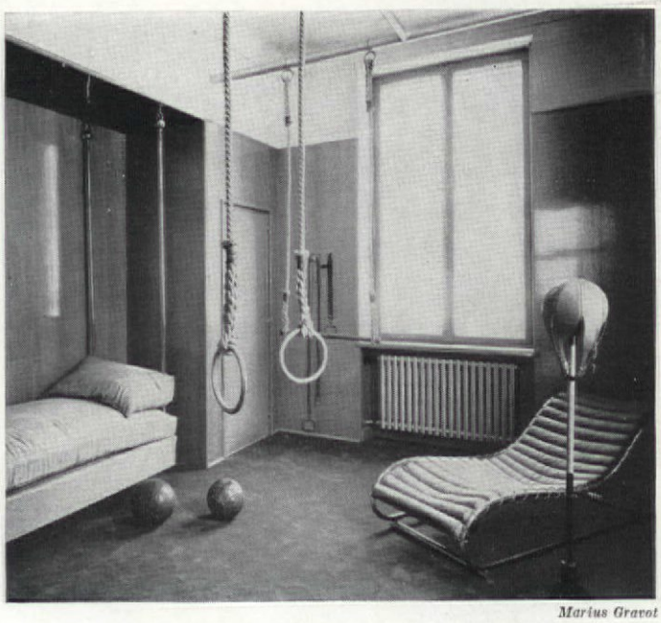
The main room in a playhouse, this interior is admirably expressive of its function. Plain wood walls and a cork floor are the basic elements in the decorative scheme, large maps of the Maine coastline its chief embellishment.

Curtains (blue and green linen)—Howard & Schaffer. Flooring—cork, by Armstrong Cork Products Co. Rug—Persian Rug Co. Woodwork (natural finish, waxed)—Idaho White Pine. Ping-pong table—Parker Manufacturing Co. Furniture (navy blue and white)—Wycombe Meyer Inc. Upholstery—fabricoid by H. B. Lehman Connor Co., leather by Johnson Leather Co. Reed Furniture—Grand Central Wicker Co. Card tables, end tables, smoking accessories—Brown & Nightingale Co.

Below are two Continental versions of what the well-equipped domestic gymnasium should look like.

RENÉ HERBST, DESIGNER

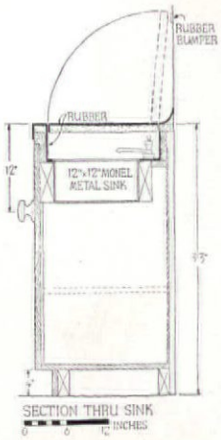


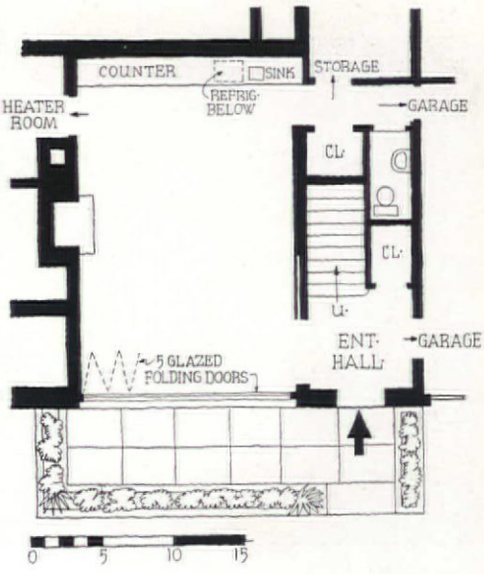


Marius Gravot



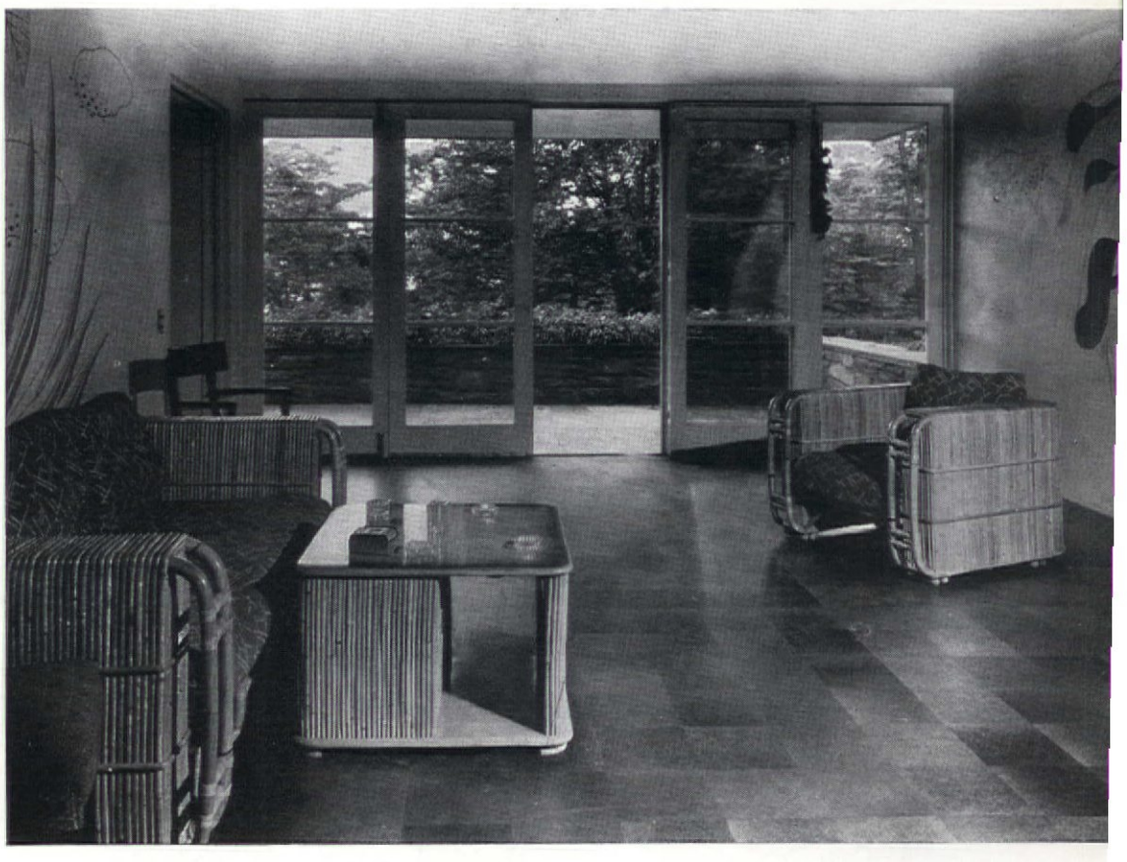
John Gass Photos





Located on the lower level of a hillside house, this recreation room is oriented toward the east for coolness in summer. The doors are arranged so that the entire end of the room can be opened to the terrace outside. The bar is set in a row of cabinets at the rear, and includes a concealed icebox and sink. Murals, South American in subject, are by James Owen Mahoney.

FORDYCE & HAMBY, ARCHITECTS; GEORGE NELSON, ASSOCIATE

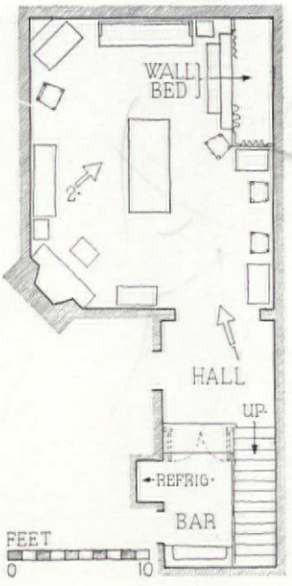


Door Hardware—Richards-Wilcox. Floor—Cork, by David E. Kennedy Inc. Glass—Libbey-Owens-Ford Glass Co. Cabinet top—rubber, by Voorhees Rubber Mfg. Co. Paint—Benjamin Moore, over Sealabond by D. C. Gall Co. Furniture—Heywood-Wakefield Co.



John Gass Photos

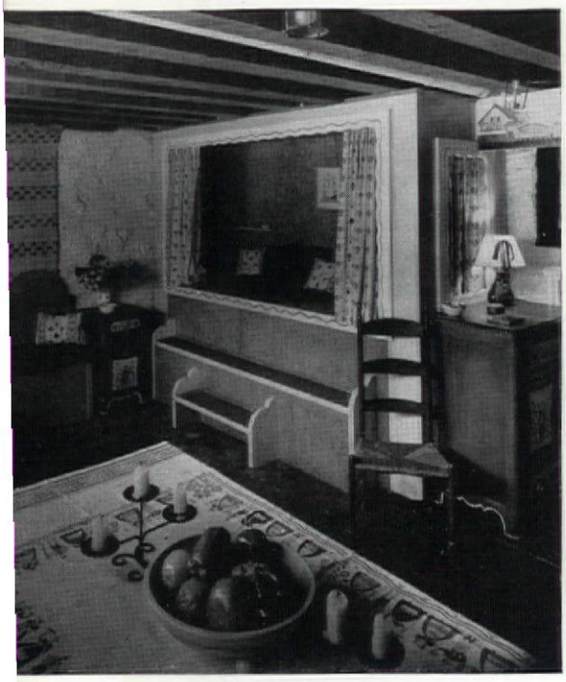
VIEW 1.



HARRY E. HOUGHTON, DESIGNER

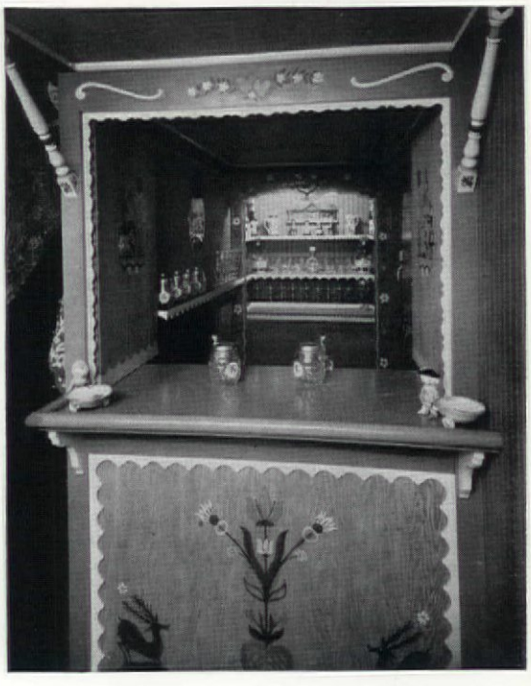
The peasant motive has been consistently carried out in this basement recreation room. Rustic furniture, bright painting, and much scroll saw carving contribute to the general effect. An amusing element is the built-in bed, reminiscent of peasant cottages in Brittany. The bar, as shown below, is provided with a pair of painted plywood doors which swing back and against the sides when the bar is in use.

VIEW 2.



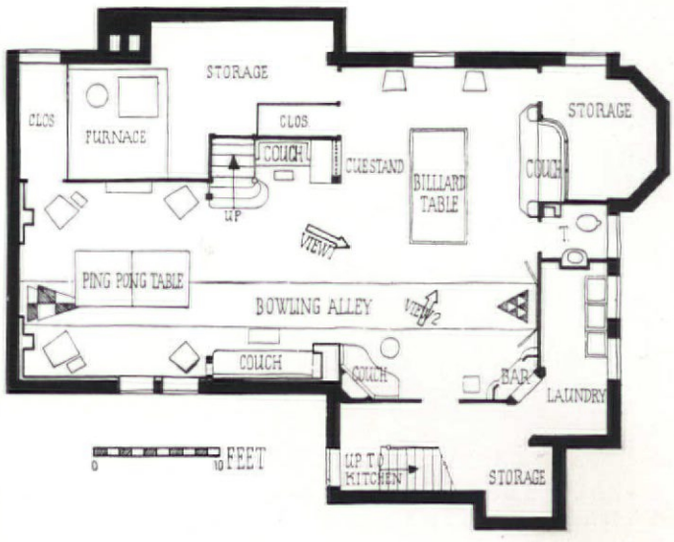
BAR







Harold A. Berla Photos



An unusually well-equipped basement playroom, with facilities for serving drinks as well as many varieties of games, most ingenious of which is the bowling alley which is marked off by the floor covering. Wood plank paneling provides a background whose rustic character is perhaps a bit forced, but which does create a warm, informal atmosphere.



SCHULZ & BEHRLE INC., DECORATORS

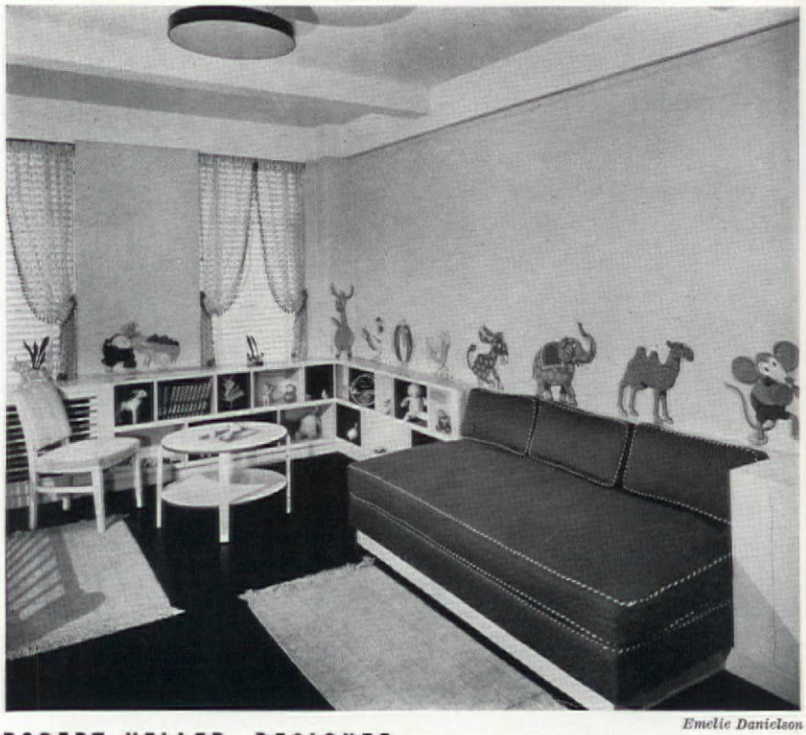
Metal sash, pivoted on top, with amber antique glass; floors asphalt tile laid on cement in special design, colors black, green, and off-white; walls: selected knotty pine; plaster, Old English plaster finish; hardware, wrought iron antique; lighting fixtures, wrought iron with old brass finished antique.

Combination billiard, ping-pong, and utility table. A new material used for the billiard table bed provides a playing surface as rigid as the traditional slate bed, yet weighs considerably less. The claret-colored cloth is claimed to be easier on the eyes than the more usual green. The billiard table is 4½ x 9 ft., the ping-pong top 5 x 9 ft. $395. Brunswick-Balke-Collender Co.





DONALD DESKEY, DESIGNER
EDWARD D. STONE, ARCHITECT



Emelie Danielson

ROBERT HELLER, DESIGNER

Children's playrooms are not, as a rule, characterized by unusual imagination. Several features in these illustrations, however, are worthy of notice. The large cork slab, shown in the room at the upper left, is an excellent device for allowing the child to create his own wall decorations. The blackboard-cupboard doors shown directly below fulfill the same function. Below is a set of stock children's furniture, notable for its sturdy simplicity and absence of sharp corners. The room at the upper right contains a nurse's day-bed in addition to the child's furniture.

MRS. ALFRED FREEMAN, DECORATOR. MISS M. GOLDSMITH, ASSOCIATE



Model by Grace E. Meyercord for "Parents' Magazine"



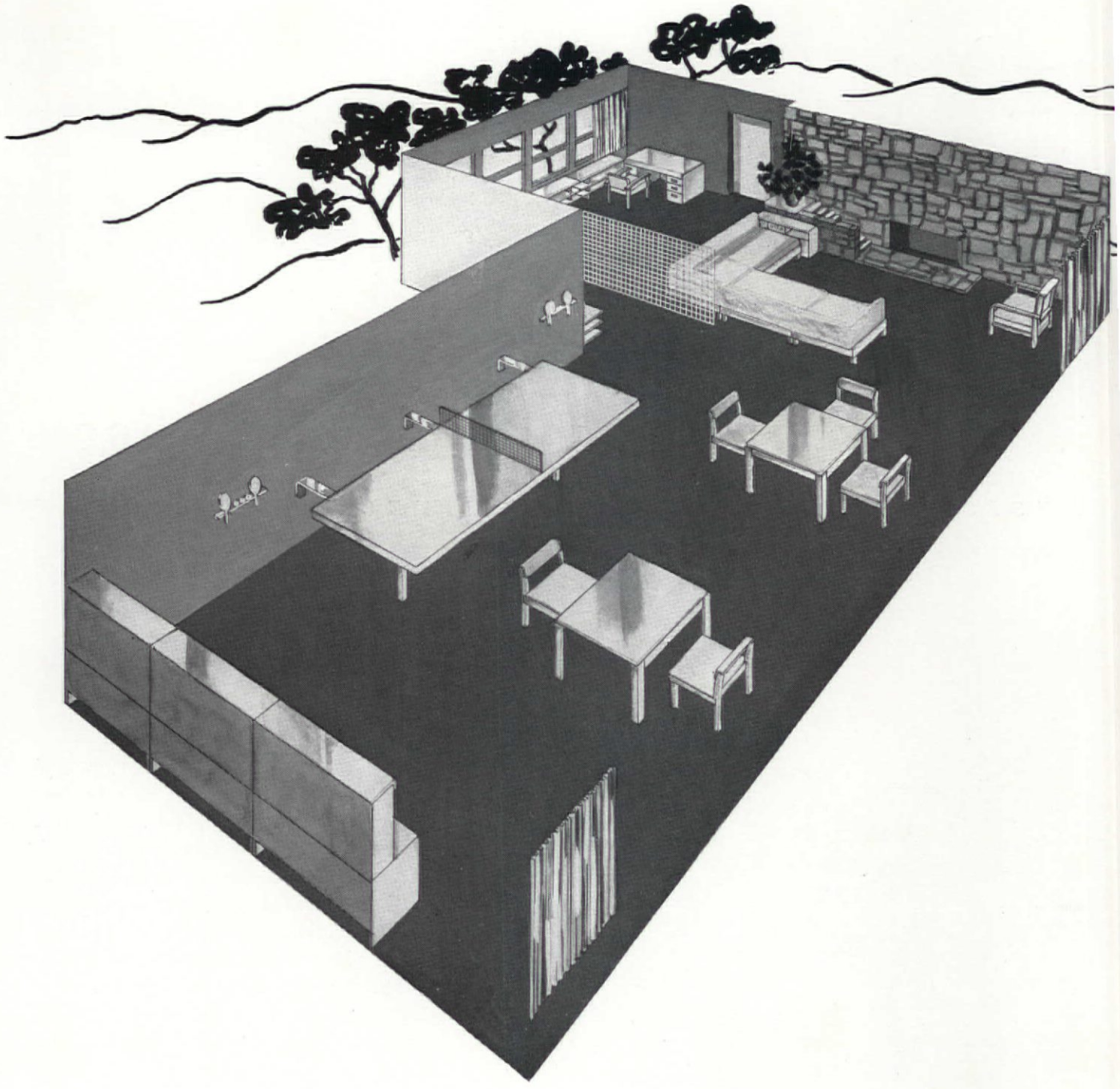
Part of the American Juvenile Group designed by Russel Wright for the Conant-Ball Co. This set can be had in either blond or red maple. The prices given are for the blond suite illustrated. No. 3079 Chifforobe, $43.75; No. 3080 Desk, $24.75; No. 3076 Chair, $7.75; No. 3075 Table, $12.75; No. 3081 Utility Cabinet, $26.25.

A COMBINED LIVING—RECREATION ROOM

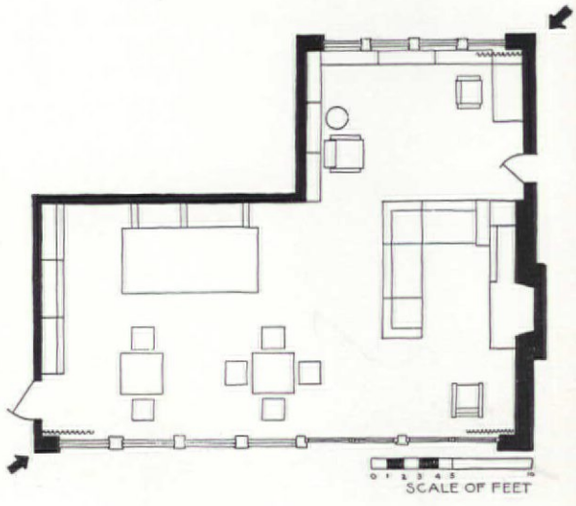
DESIGNED FOR THE ARCHITECTURAL FORUM



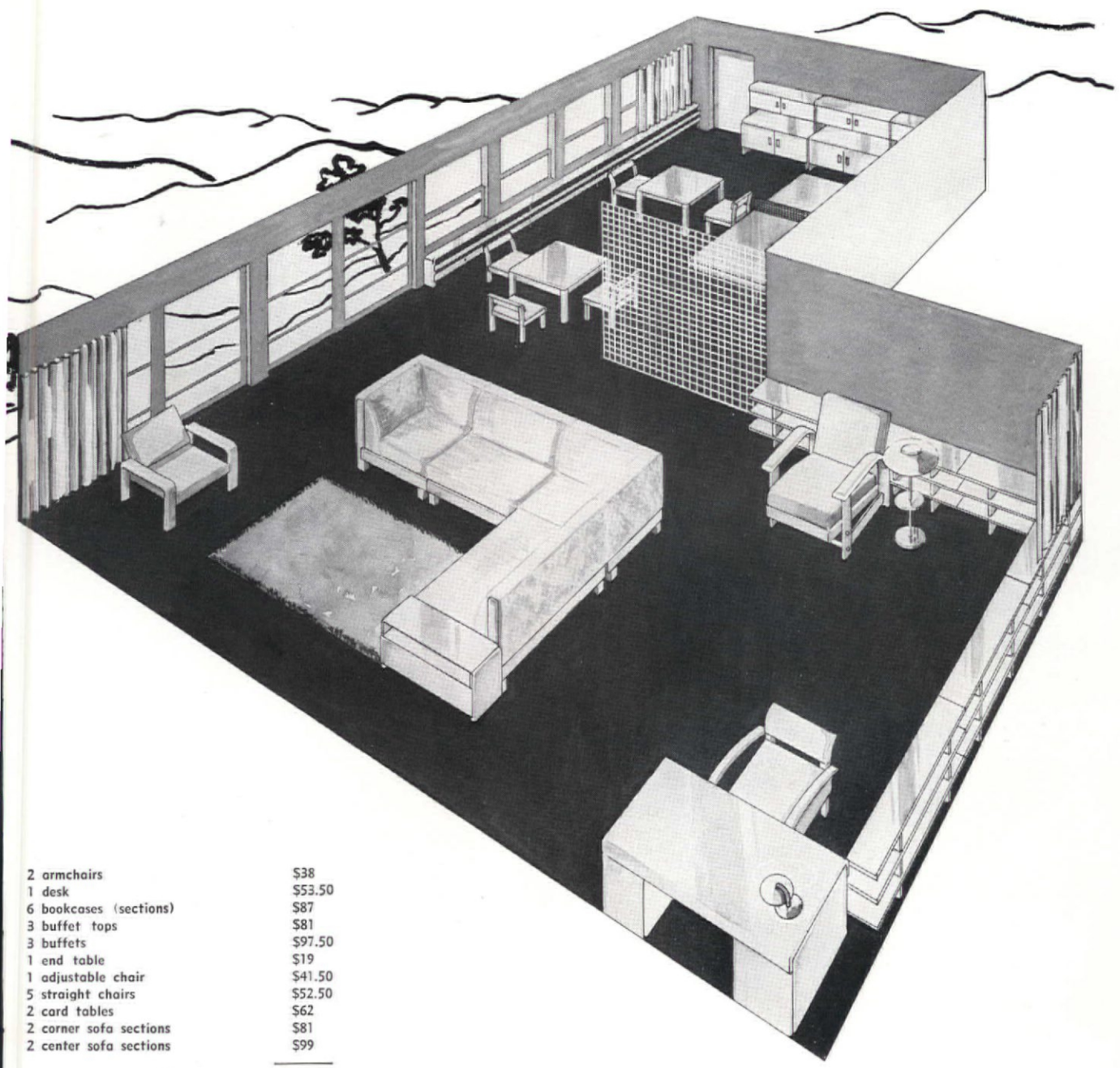
RUSSEL WRIGHT one of the youngest of American industrial designers of note, was born 31 years ago in Lebanon, Ohio. During the war he worked after school hours in an ammunition factory to earn money for courses at the Cincinnati Art Academy. When seventeen he came to New York, attended the Art Students' League where he won the first and second Tiffany prizes for the best war memorial of the year. The following year he entered Princeton where his sets for the Triangle shows led to work with Norman Bel Geddes. An offer to go to Paris with Geddes to assist with the production of "St. Joan" terminated his college career, and led to further theater work with Lee Simonson, Robert Edmond Jones, and Rouben Mamoulian. At this time he started a workshop for making theatrical properties; gradually furniture and decorative accessories were added, leading to the present small factory in which his well-known spun aluminum and copper accessories and lamps are produced. In addition to designing for his own factory, Mr. Wright has designed furniture, floor coverings, wall papers, fabrics, radios, metalware, and machines for other manufacturers.



This room is planned as a general living or recreation room in the country, with flexibility of arrangement and use a controlling factor. The fireplace, and the adjacent doors to the terrace, form a natural center for the living area. The library section consists of bookcases, a desk and reading chair. In the games section there are three cupboards for equipment and liquor storage; the ping-pong table, set on hinges,* can be folded against the wall when not in use. To separate the "court" from the rest of the room a net may be rolled down from the ceiling. Other flexible items are the card tables, which fold into smaller tables suitable for use as end tables. The small diagrams indicate several possible furniture arrangements for various occasions. Furniture is all stock, manufactured by the Conant Ball Co. from designs by Mr. Wright. Costs are given on the opposite page.



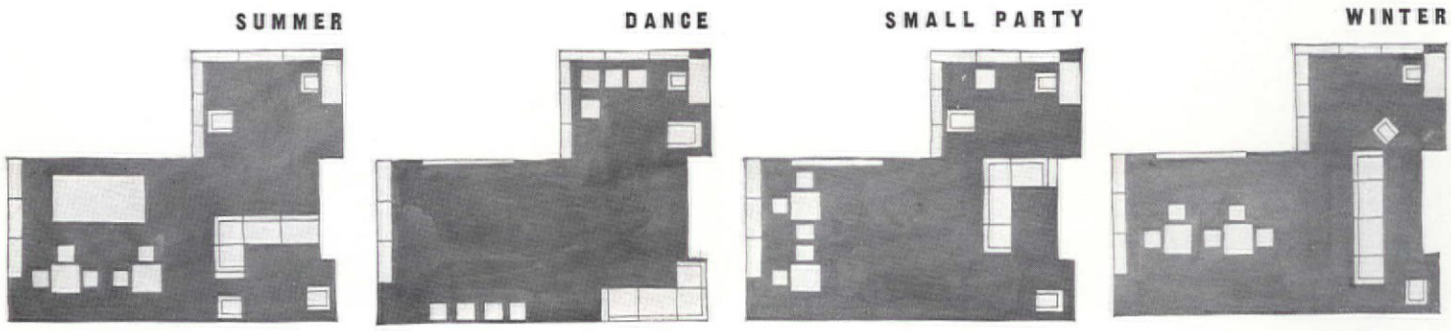
*Ping-pong-playing FORUM editors challenge Mr. Wright's hinged table, do not question his ability to produce a more practical, equally ingenious solution.

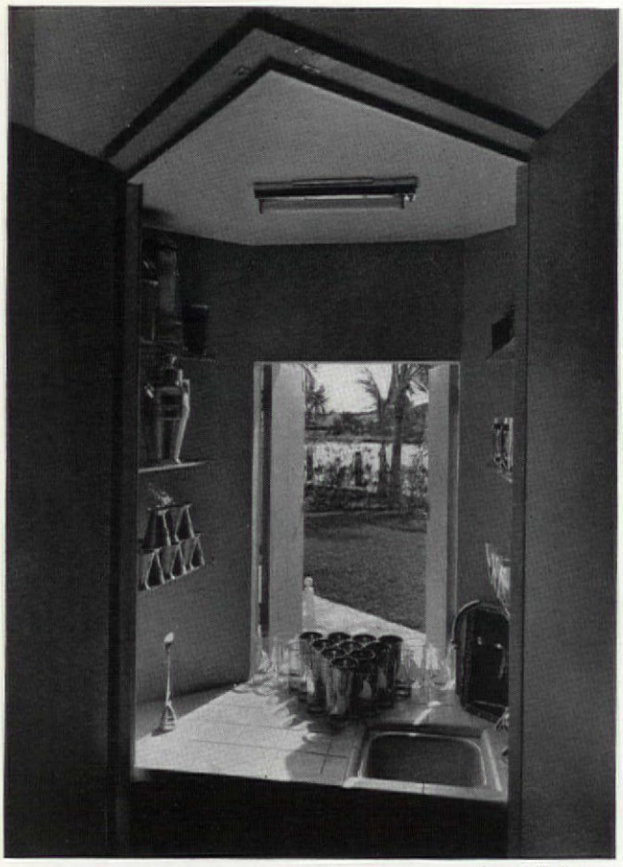


2 armchairs	$38
1 desk	$53.50
6 bookcases (sections)	$87
3 buffet tops	$81
3 buffets	$97.50
1 end table	$19
1 adjustable chair	$41.50
5 straight chairs	$52.50
2 card tables	$62
2 corner sofa sections	$81
2 center sofa sections	$99
Total	$712.00

(These costs are as given in the manufacturer's catalogue. Individual store prices will vary slightly up or down).

DESIGNED BY RUSSEL WRIGHT





Samuel H. Gottscho

ROBERT LAW WEED, ARCHITECT

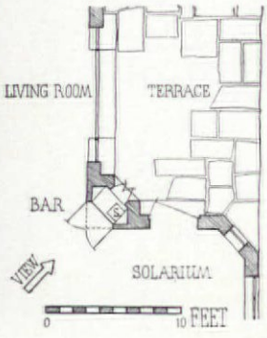


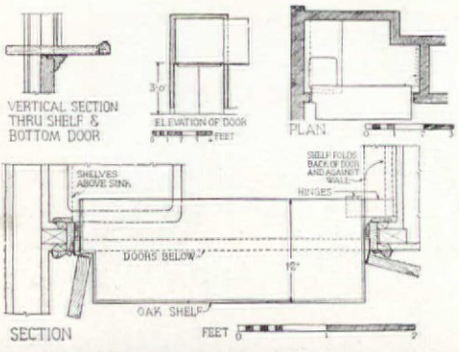




Hedrich-Blessing Photos

JAMES F. EPPENSTEIN, ARCHITECT





The bar has become an integral part of domestic entertainment facilities. Shown on this page are a bar concealed behind conventional wall paneling (upper right), a bar serving both indoors and out (upper left), a compact closet type (lower left), and a bar treated as a feature of a recreation room (lower right).



Robert M. Glasgow

FRANK J. FORSTER, ARCHITECT



Fred R. Dapprich

JOHN LUCCARENI, DECORATOR



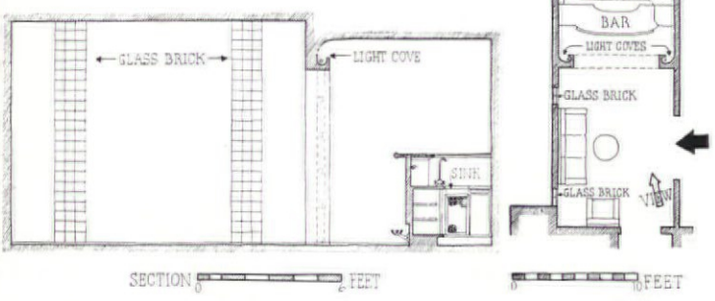
Roger Sturtevant

GARDNER DAILEY, ARCHITECT

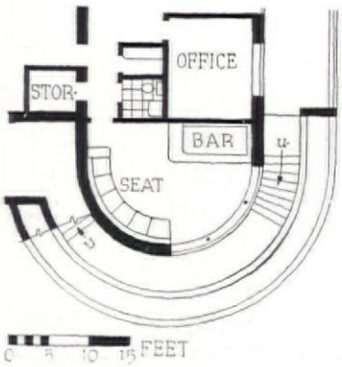




MAURICE DUFRENE, DESIGNER



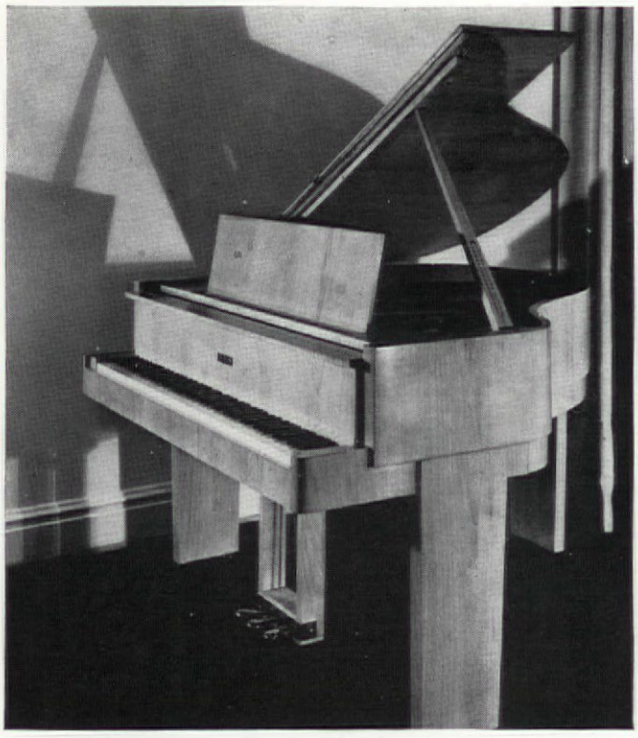
The illustrations at the upper right show a remarkably compact bar, open for use and closed. At the upper left is a recessed bar with a Formica top and reeded wood front, a motive recalled in the supports of the coffee table. The bar below has a top of frosted glass, illuminated underneath, a front of white Bakelite, and a well-placed mirror. Mural by Witold Gordon.

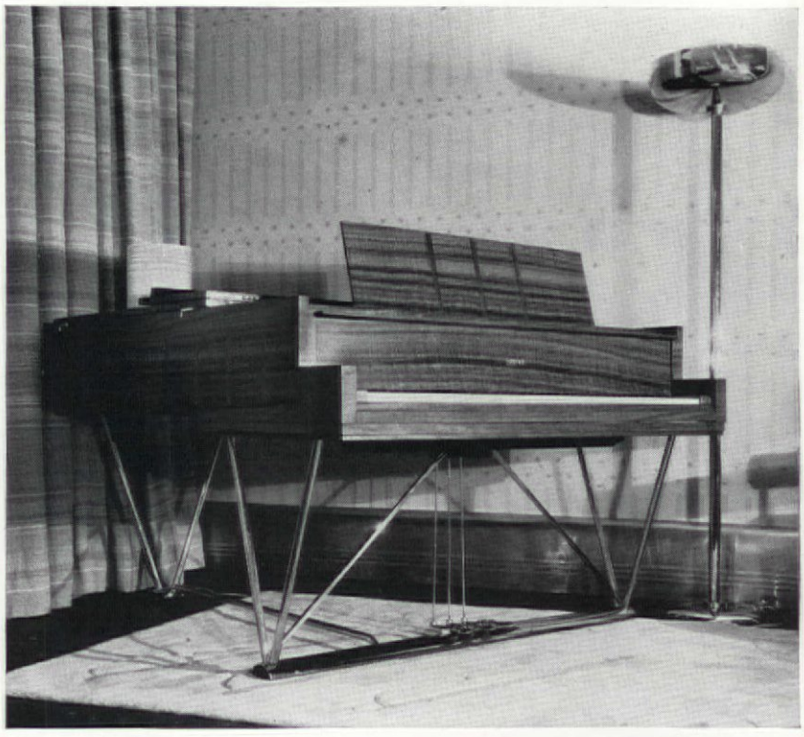


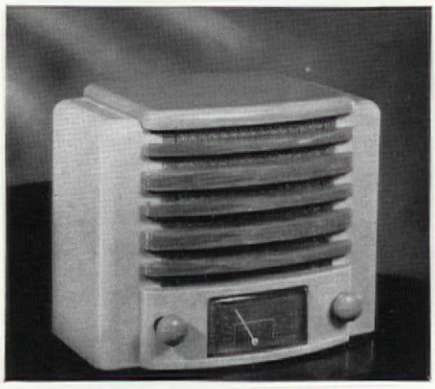


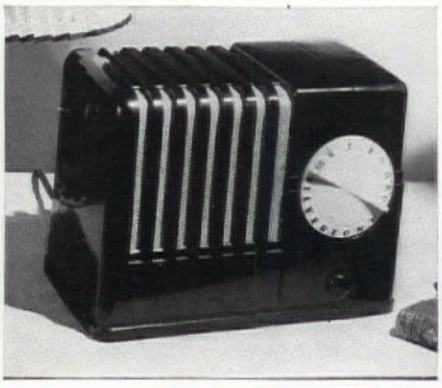
EDWARD D. STONE, ARCHITECT **DONALD DESKEY, DESIGNER**

PIANOS AND RADIOS







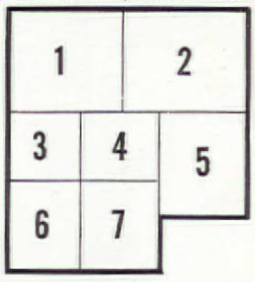




Emelie Danielson, Akron, Modern Plastics, Dana B. Merrill







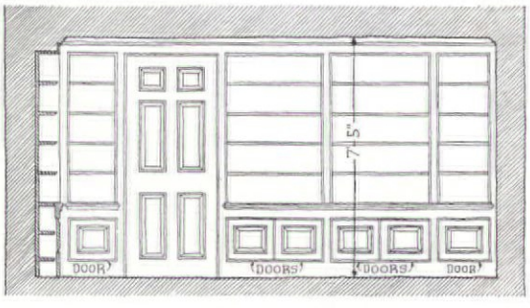
1—Steinway piano, available in ten wood finishes, including bleached walnut (shown here, $1,635), maple, ebony, two-tone mahogany, and walnut with lacquer. Donald Deskey, designer. **2**—Steinway piano, quartered East Indian laurel, inlaid with plain laurel; tubular steel legs, chromium-plated, used for lightness and rigidity. Gilbert Rohde, designer. **3**—Table model Kadette radio, showing trend towards greater compactness and use of plastics, $29.95. **4**—Silvertone radio, manufactured for Sears, Roebuck, with case and dial entirely of plastics, $13.95. **5**—Minipiano, manufactured by Hardman Peck, with transparent covers of Du Pont Plastacele, $525. Ends of wood, covered with the same plastic. Bench entirely of plastic. Cora Scovil, designer. **6**—Ansley phonograph; board with control knobs folds in to leave flush front, $170. **7**—End table radio, $145. Stromberg-Carlson.





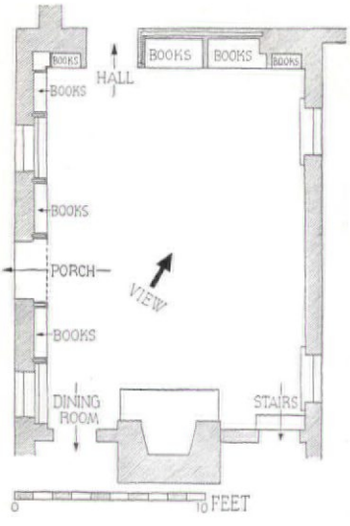
NANCY McCLELLAND, INC., DECORATORS

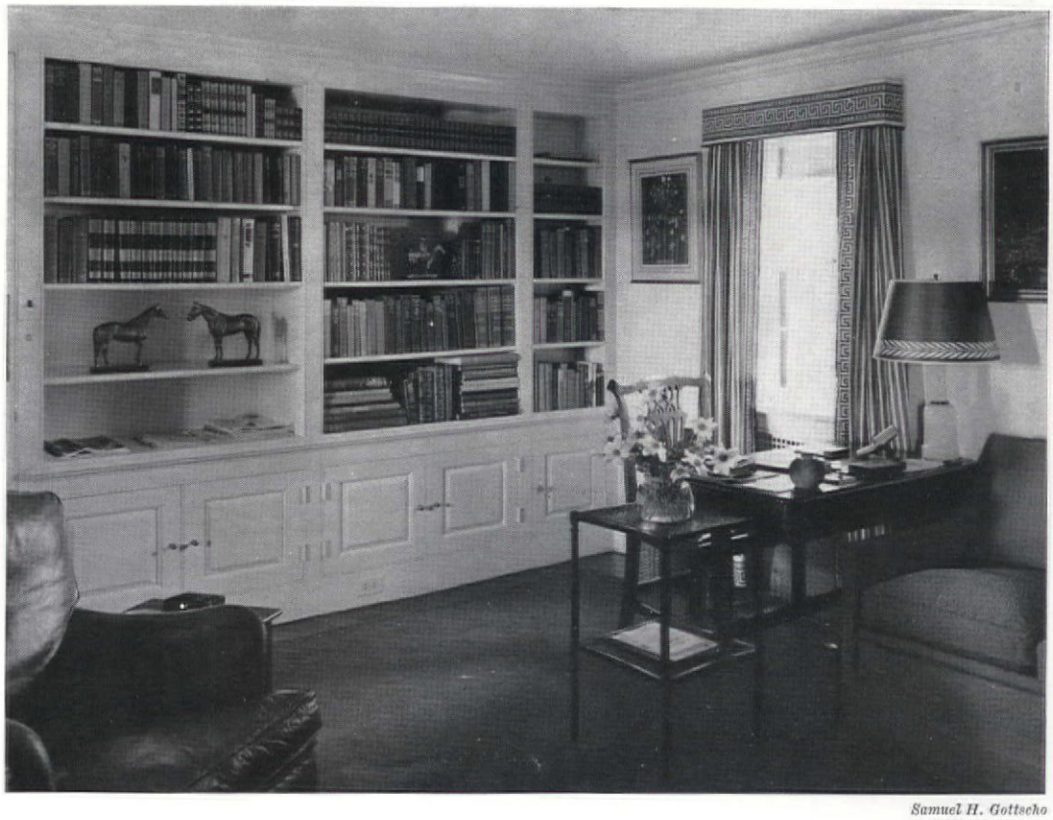
Richard Averill Smith



Above, a library in Louis XV manner, with furniture modeled after French and English eighteenth century pieces. Curtains printed linen on beige ground; upholstery and carpet colors dull red, beige, and blues. Below, a library in the typical Colonial manner, furnished with stock traditional pieces.

McMILLEN, INC., DECORATORS



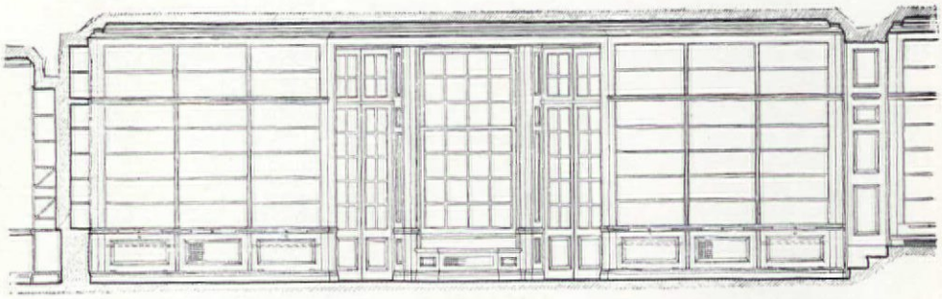


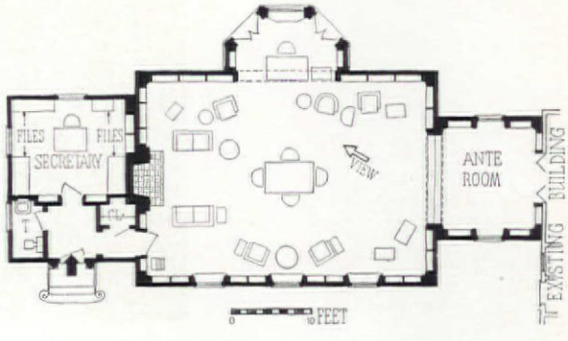
Samuel H. Gottscho



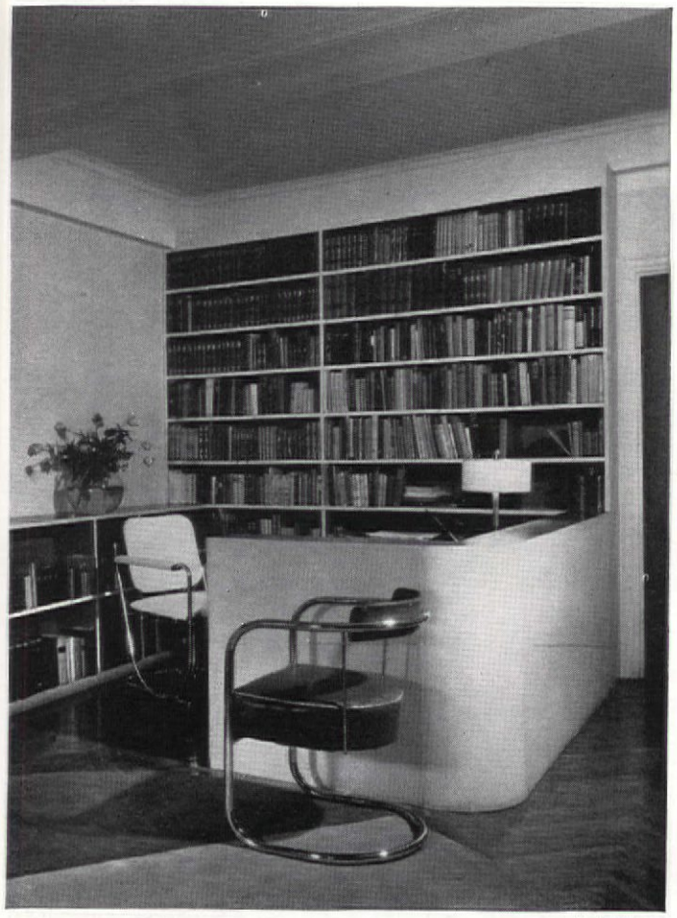
Robert M. Damora

EMIL J. SZENDY, ARCHITECT





The library of Publisher Max Schuster is appropriately large. This room forms an entire wing of the house, is used as a study, part-time office, and for receptions. The book shelves which cover all walls provide the essential decorative element in the scheme.



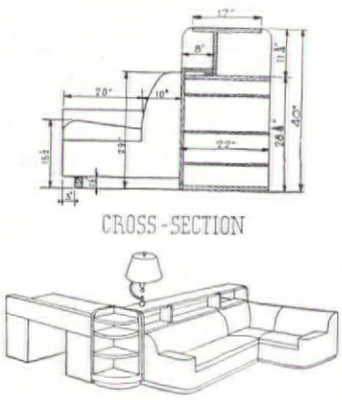
F. S. Lincoln

CONTEMPORA, INC., DECORATORS

Two versions of the desk, extended to form a partially enclosed working space. At the left the arrangement provides a place for books within easy reach; below the desk consists of two steel filing cabinets and a top. Space has been provided for drawing instruments, reference books, magazines, and drawings. As shown by the drawing, the work space forms an inconspicuous element in an otherwise conventional living room.

Chairs—tubular steel, chrome-plated, Howell Company. Carpet—apple green with gray and orange pattern. Walls and furniture—off-white.

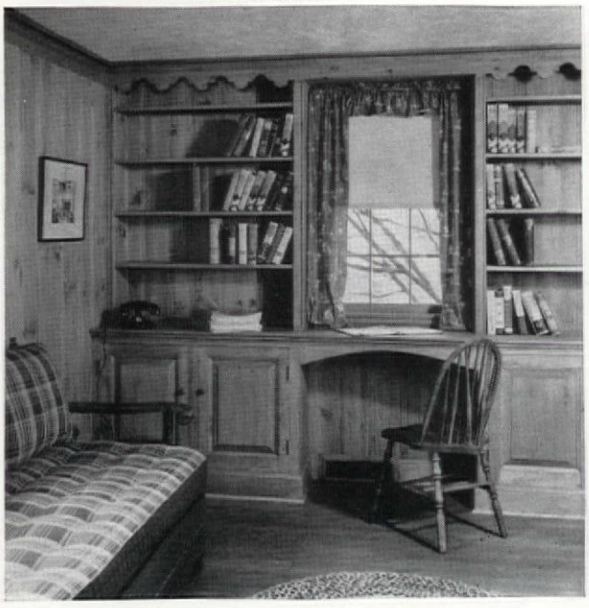
SEWALL SMITH, ARCHITECT





Hart's Studio

Floor—maple, natural finish, Pratt & Lambert Inc., varnish. Carpet—chenille bisquit turquoise, Bigelow-Sanford Co. Hardware — copper plated, lacquered, Schlage Lock Co. Doors—Flush panel birch, Rezo. Chairs—tubular steel, yellow and coral upholstery, Howell Company. Woodwork bleached with Pratt & Lambert Inc. "Blanchit."

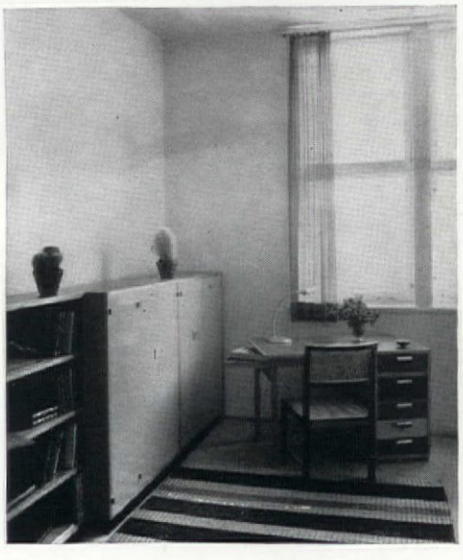










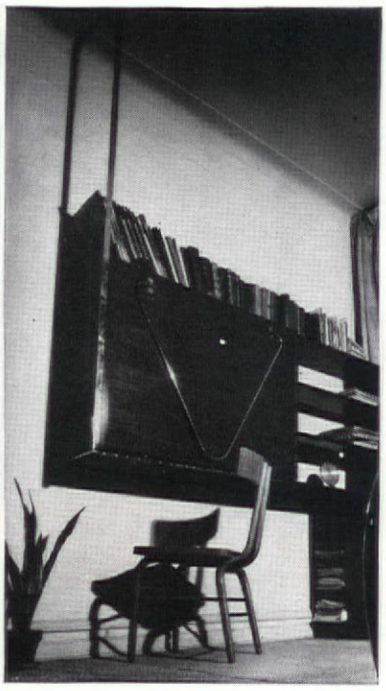


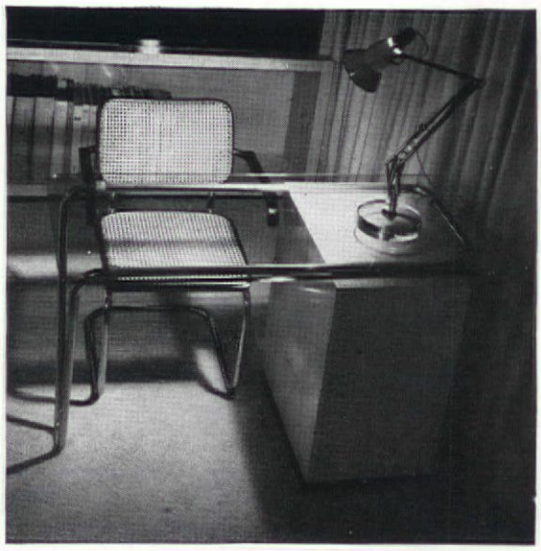
George Van Anda, Julius Shulman, John Gass, Drix Duryea, Inc., J. Schers

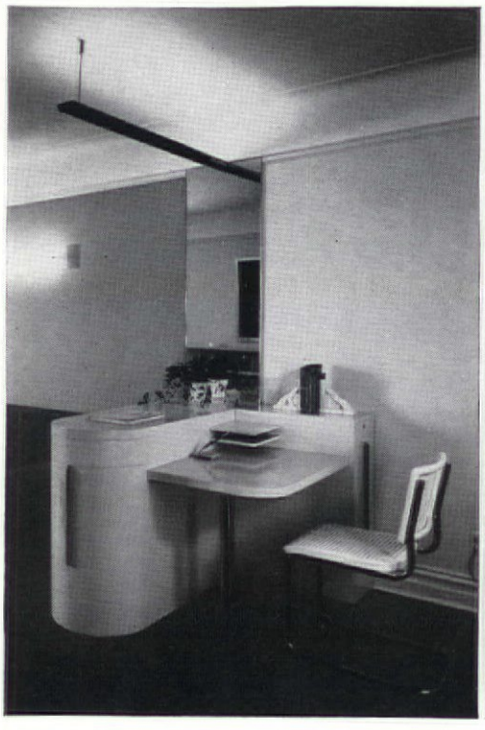


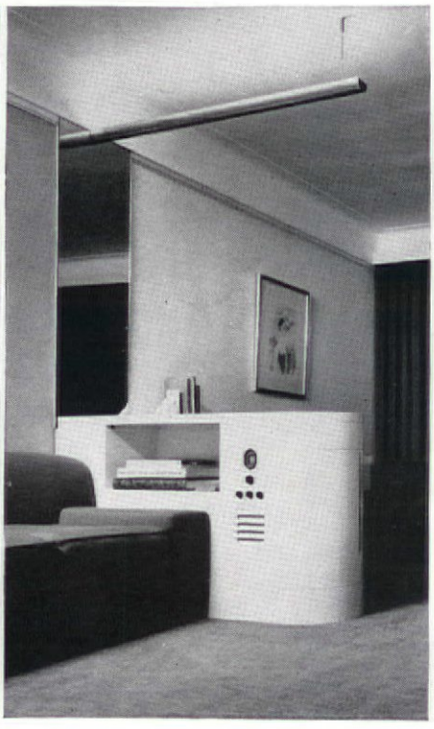
1—Space frequently wasted is here reclaimed for use as a writing table. Henry P. Staats. **2**—Combination desk, sycamore, natural finish. **3**—Same, showing built-in typewriter in use and lamp moved to proper position. J. R. Davidson. **4**—Arrangement similar to **1**, less traditional in detail. William Wilde; Sylvia Wilde, associate. **5**—Linoleum-covered writing desk. John B. Manzer and Michael M. Hare, designers. **6**—Wood desk, with unusual pivoted trays. Leonie Pilewski, Vienna.



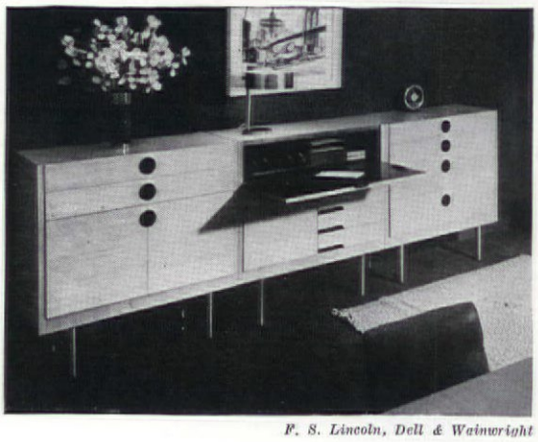




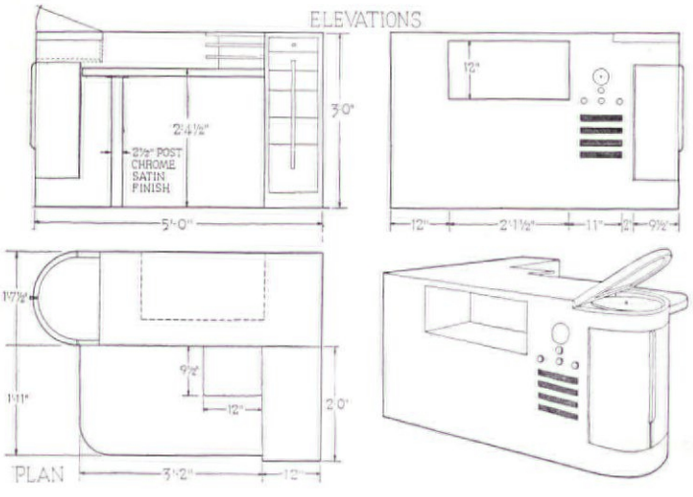


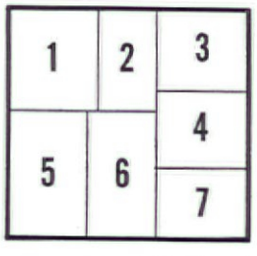




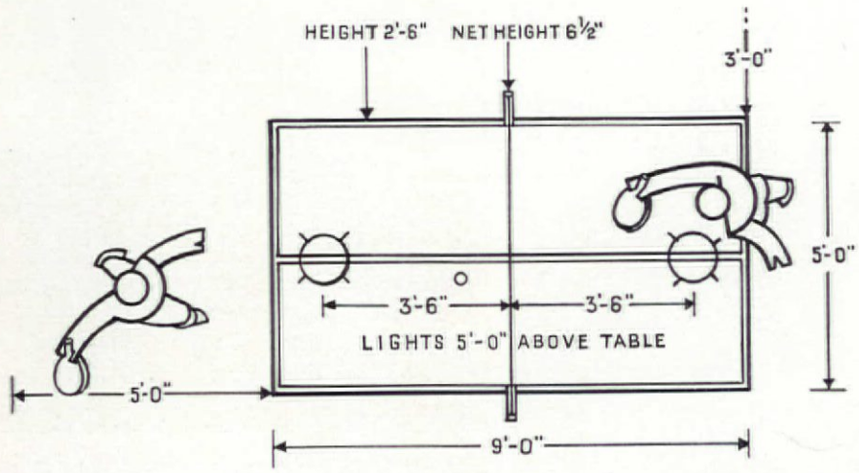


F. S. Lincoln, Dell & Wainwright

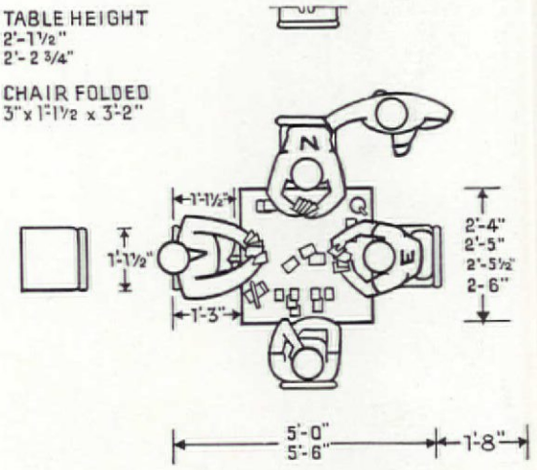




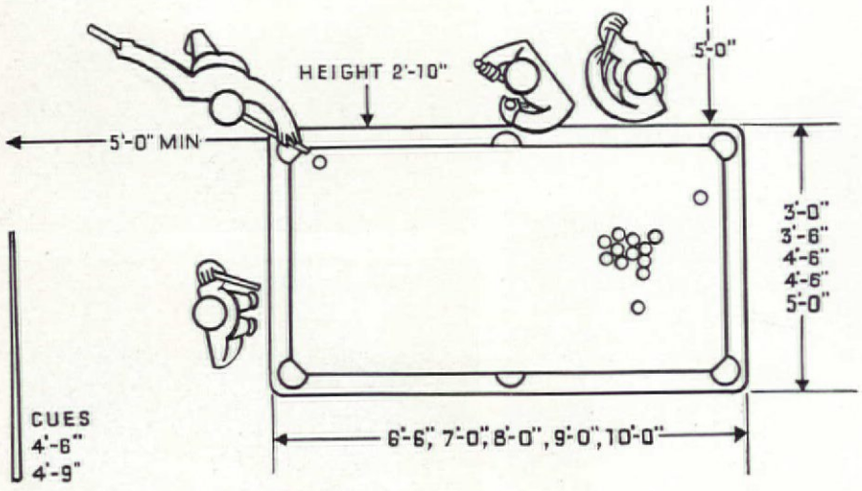
1, 2—Built-in drawing board, chromium-plated tubular steel leg hinged to back. Space for books, magazines, drawings, drawing materials. Walter Baermann. **3**—Glass-top desk, glass supported on tubular steel chromium-plated frame, resting directly on rubber rings. Drawer cabinet, wood. Marcel Breuer and F. R. S. Yorke. **4**—Glass-top desk and cabinet shown at Triennial Exhibition in Milan. Built-in radio in drawer cabinet. Bianchetti and Pea. **5, 6**—Desk, bookshelf, radio, and cabinet, built in one unit. Joseph Aronson. **7**—Stock units manufactured by Herman Miller Furniture Co. Designed by Gilbert Rohde. Can be had in four finishes; prices given are for bleached mahogany as illustrated. Dinette Utility Chest Unit, No. 7005, $53.50; Desk Unit, No. 7003, $63.50; Chest of Drawers Unit, No. 7004, $53.50.



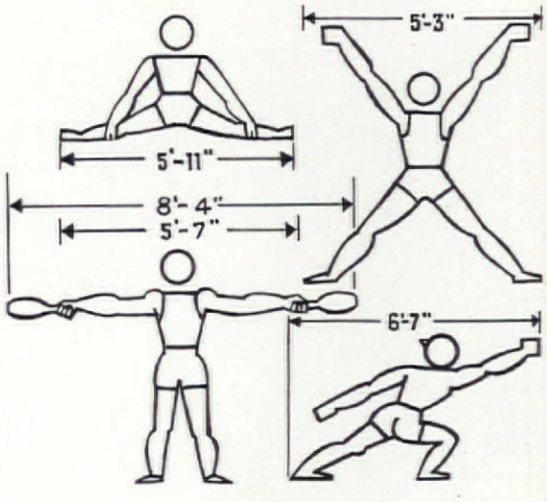
PING PONG



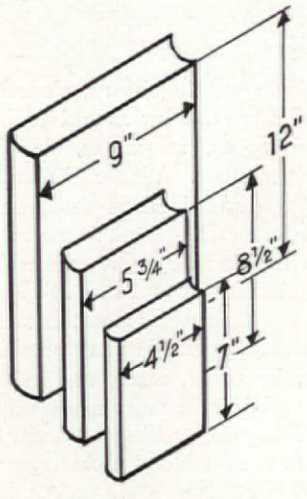
CARD PLAYING

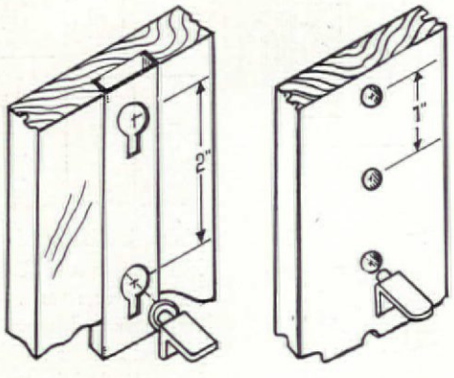


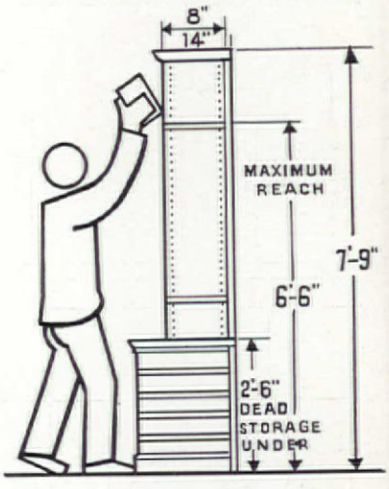
POOL AND BILLIARDS



GYMNASTICS





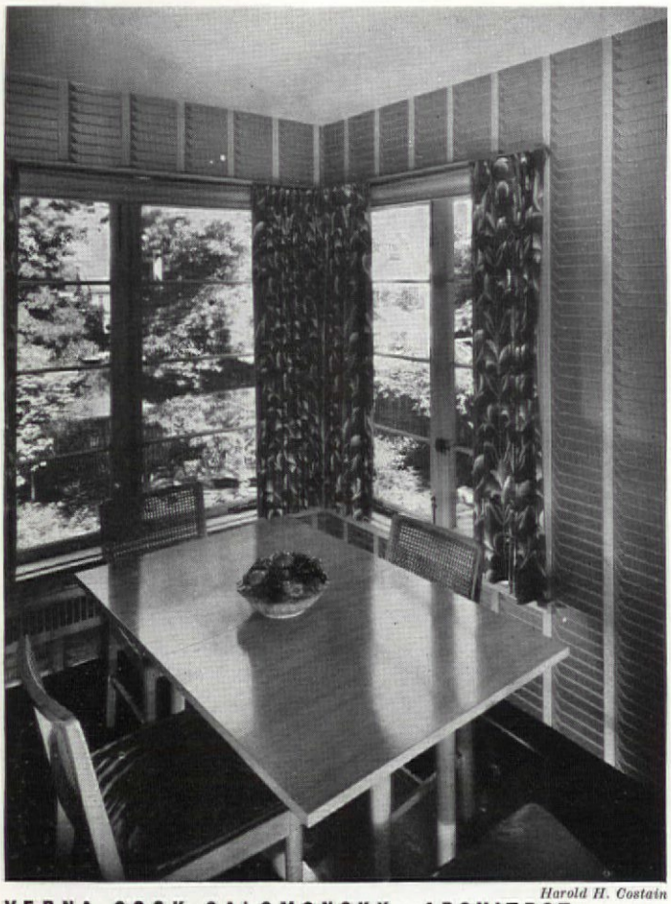


BOOK STORAGE

EATING



Byron Co.



Harold H. Costain

VERNA COOK SALOMONSKY, ARCHITECT



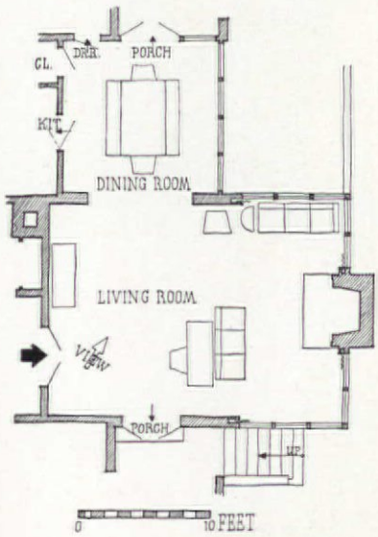
A small dining alcove which functions as a pantry when the large dining room is used. To give an effect of openness corner windows have been used, and paper in a venetian blind pattern has been applied to the walls. Curtains are a silver-gray moire, hung on glass poles; wood trim is of white oak; the paper has a silver background; and the dado is painted gray.

Below, a living-dining room combination, notable for the breadth and simplicity of the window treatment. Windows go down to the floor in the dining room to take advantage of the view down the valley. Dining room ceiling light is recessed.

Glass—Libbey-Owens-Ford Glass Co. Casement hardware—Getty operators. Wallpaper—Thomas Strahan Co.

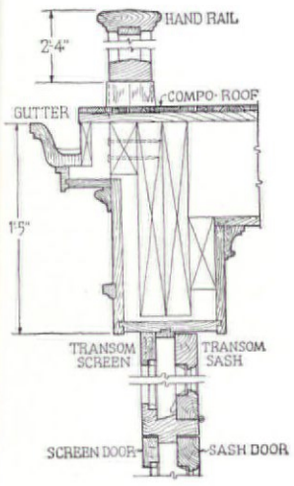
WILLIAM WILSON WURSTER, ARCHITECT



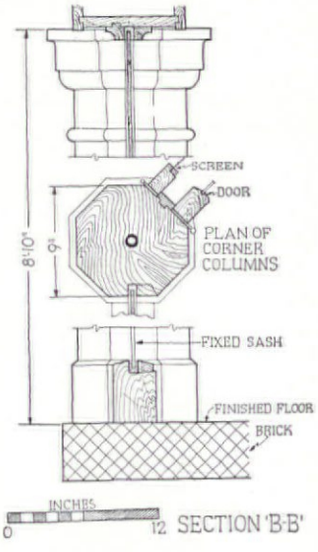


An octagonal dining room, treated as an open-air pavilion, exterior in character. The floor is of waxed brick; walls and ceiling are of natural redwood.

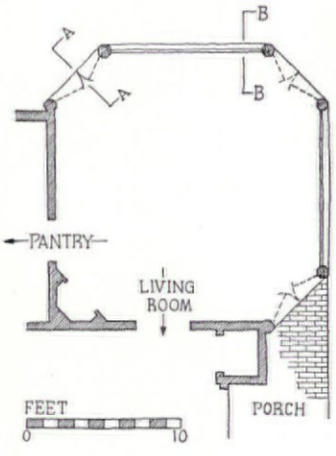
WILLIAM WILSON WURSTER, ARCHITECT



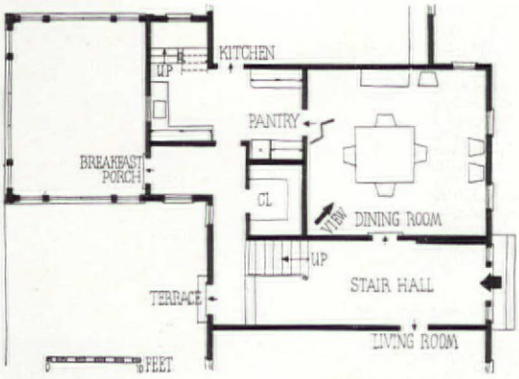
SECTION 'A-A'



SECTION 'B-B'







Wallpaper—Richard E. Thibaut Inc. Rug—Hill Gerhardt Co. (pattern copied from an antique Maple Dell design). Ceiling and woodwork—pine. Cornices—copied from an antique design.

The banality of the average modern Colonial interior is lacking here, due largely to the very skillful handling of the walls and windows. Dark green overdrapes and cornices reverse the usual scheme of values, and the wallpaper, green, orange, and brown on a white ground, is excellent. Chairs are black with gold stenciling; cushions are of an orange woven material. The rug is beige with blue-green and yellow-green.

NANCY McCLELLAND, INC., DECORATORS



Von Schnarendorf

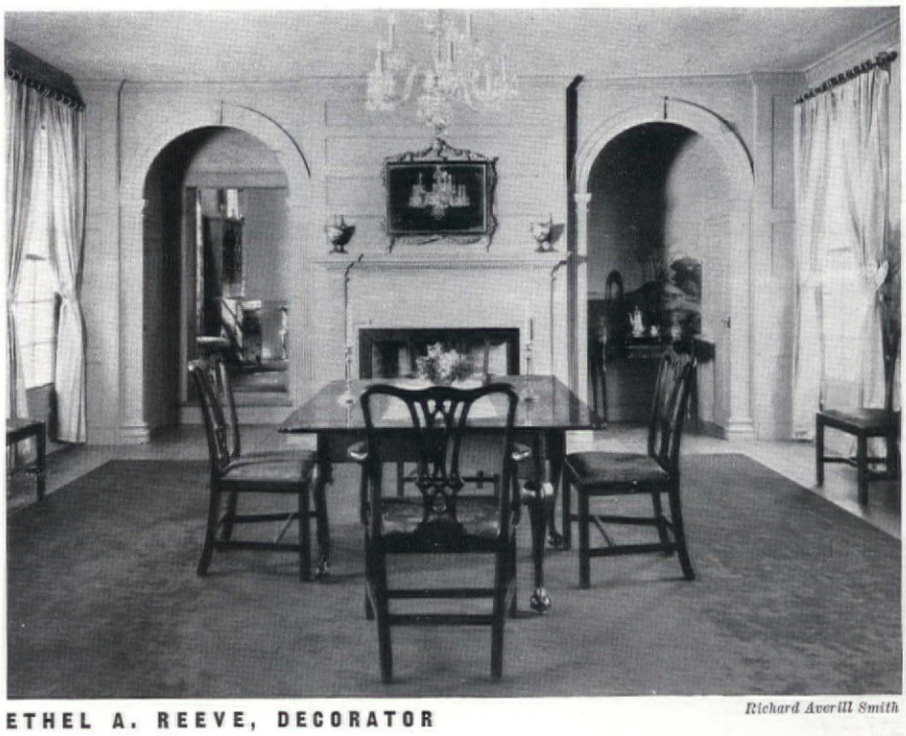
Top illustration: formal dining room, with antique English furniture and a scenic background. Felicia Reynolds, decorator. Middle: the Coke-Lottie Garrett house in Williamsburg, eighteenth century; an excellent example of the interiors of the period. Bottom: a fairly large room given intimacy by small-scale pattern on the walls and rug.



Scenic wallpaper, beige and sepia, W. H. S. Lloyd Co.; mirror, Pittsburgh Plate Glass Co.; paint, off-white, Pratt & Lambert; cornice, Chicago Plaster Decorating Co.; carpets, off-white, Bigelow-Sanford Carpet Co.; drapes, coral, Howard and Schaffer, Inc.

RALPH E. STOETZEL, ARCHITECT

Hedrich-Blessing



Floor, wide oak boards; walls, antique paneling on fireplace wall with alcoves, trim, ceiling, doors, and dado painted horizon blue; curtains, yellow taffeta trimmed with specially woven border, and hung from decorative gilt poles, design from a Cruikshank drawing; chandelier, reproduction by Marchand; furniture, antique American eighteenth century; overmantel mirror, eighteenth century Italian; chair seats red damask Chinoiserie design; carpet, dark blue.

ETHEL A. REEVE, DECORATOR

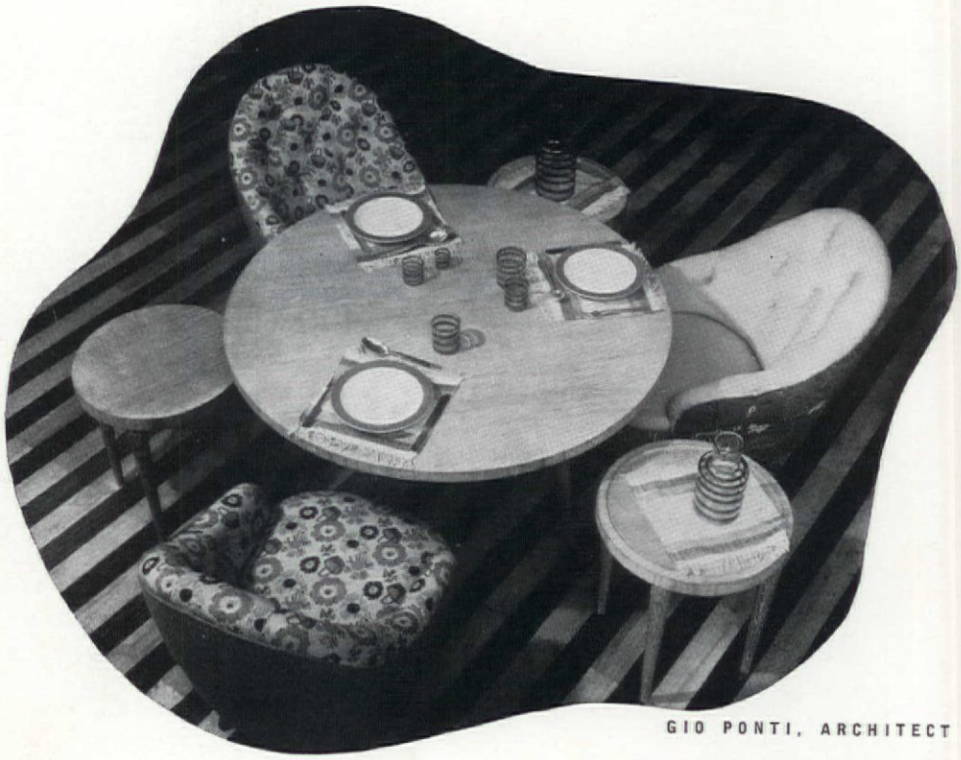
Richard Averill Smith

McMILLEN, INC., DECORATORS

Samuel H. Gottscho



Curtains, white and red, gilt poles; upholstery, red leather; rug, beige, red, and green; floor finish, Minwax; wallpaper, red, white, and gold, Cowtan and Tout, Inc.

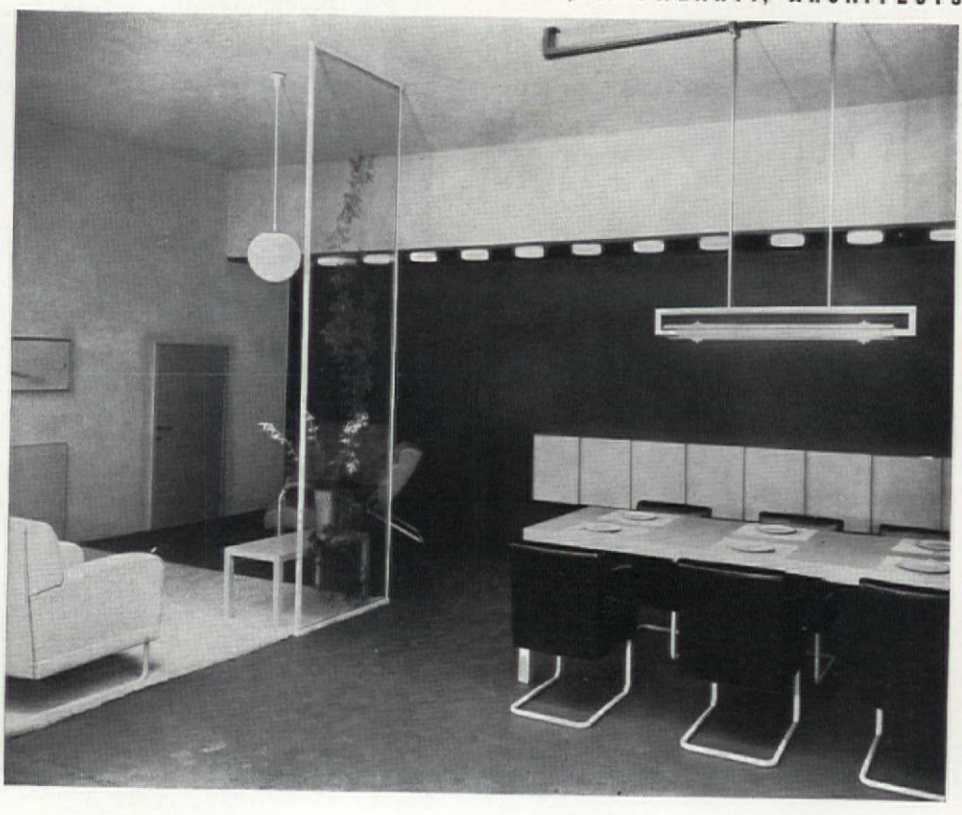


GIO PONTI, ARCHITECT

These dining set-ups, shown at the last Triennial Exhibition in Milan, illustrate recent Italian trends in furniture and interior design. Particularly effective is the combination of the plain white table and the dark leather-upholstered metal chairs. The illustrations below show a typical combination living and dining room, with a vine-covered screen as an unusual separating element.

G. MAZZOLENI, G. MINOLETTI, G. PALANTI, ARCHITECTS





The international character of much modern work is demonstrated by this interior in Buenos Aires. The metal chairs are the well-known European models, the lighting fixtures are those developed in the Bauhaus at Dessau about ten years ago, and the cabinets are of the compact, simple type used the world over. The use of mirrors to increase the apparent spaciousness of the long, narrow room is effective.

ANTONIO U. VILAR, ARCHITECT



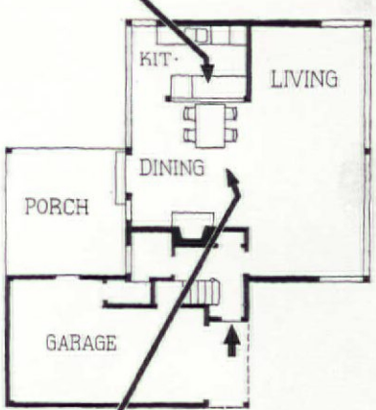
Gomez



Robert M. Damora Photos

ROBERT L. DAVISON AND JOHN CALLENDER, DESIGNERS

A modern version of the old serving-hatch, consisting of a broad counter with drawers under, shelves for dishes, and a venetian blind which is lowered when the counter is not in use. The table, as shown, can be moved up to the counter when self-service is desired.







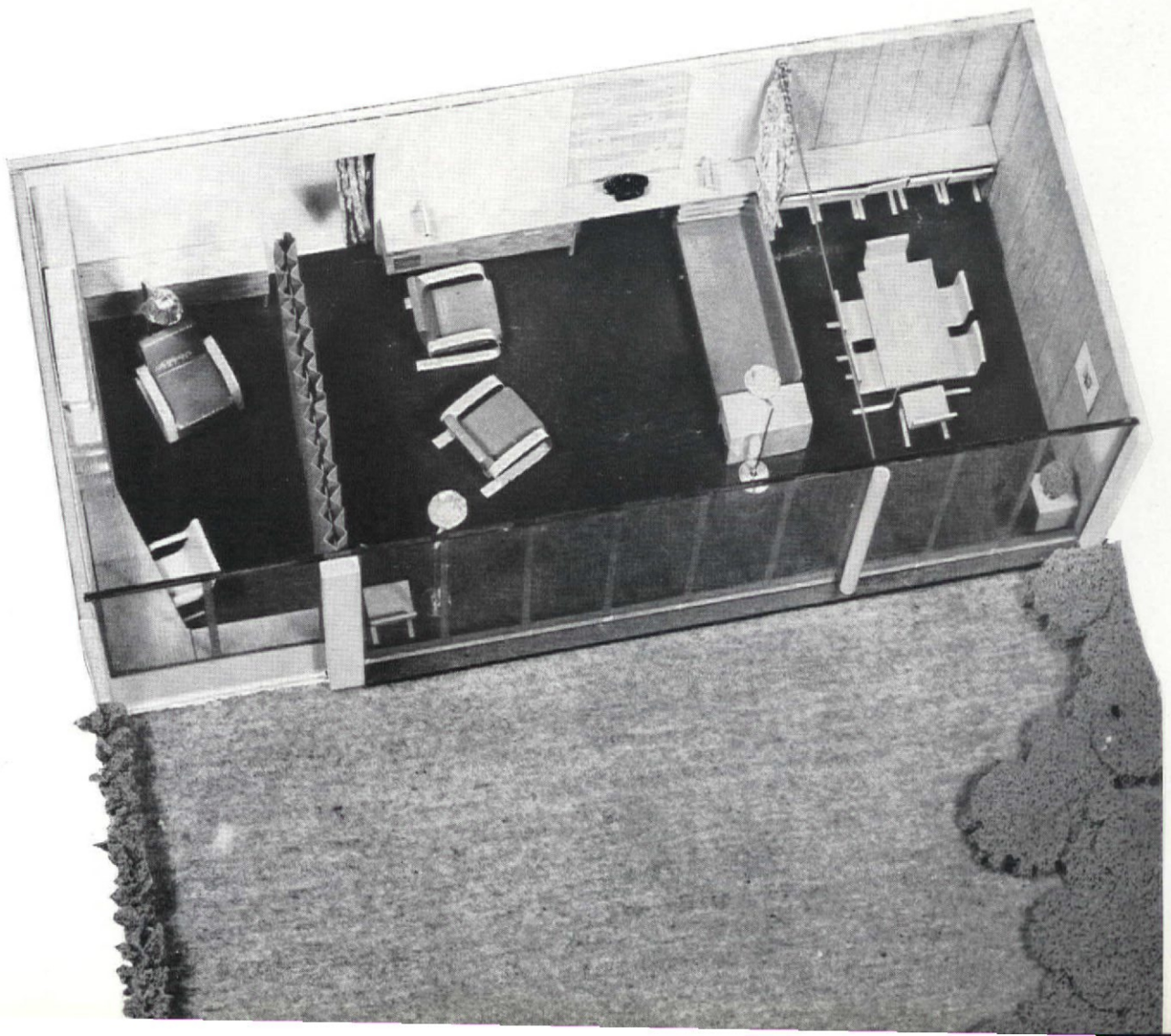
KITCHEN CLOSED

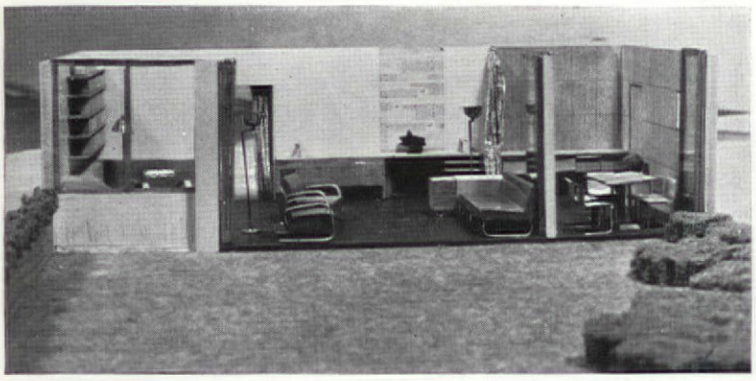


EERO SAARINEN is the able son of a famous father. Born in Finland in 1910, he claims to have spent practically all of his early years under Eliel Saarinen's drafting table. After his father won the second prize in the Chicago *Tribune* competition, the family moved to this country in 1923, living first in Evanston, later in Ann Arbor, and since 1926, at Cranbrook. He spent 1929-30 in Paris, studying "sculpture and Cafe du Dôme." The following year he was back at Cranbrook designing the furniture for the Kingswood school. From 1931-4 he studied architecture at Yale, where he won medals on Beaux-Arts *projets* with almost monotonous regularity, terminating his school career with the winning of the Matcham Traveling Fellowship which gave him a year of travel in Europe and Egypt. 1935-6 was spent in Finland where he worked with Jarl Eklund on the remodeling of a theater in Helsingfors. He is now back in Cranbrook associated with his father, and is also connected with the Flint Institute of Research and Planning, developing a comprehensive plan for that city.

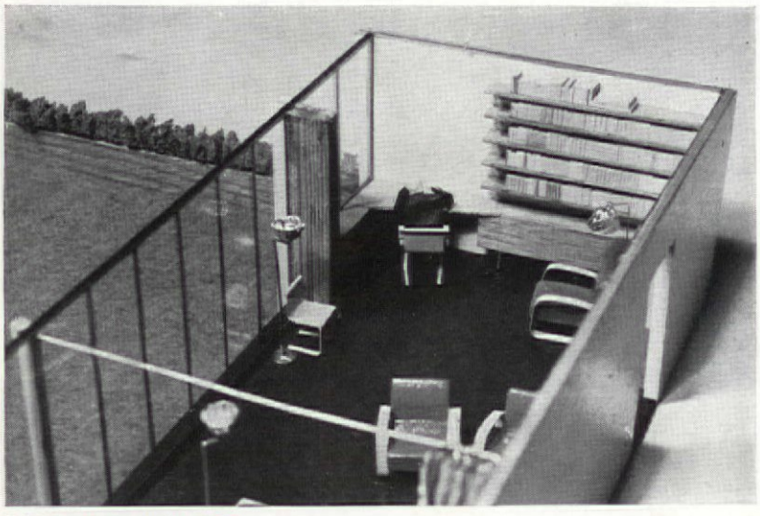
A COMBINED LIVING — DINING ROOM — STUDY

DESIGNED FOR THE ARCHITECTURAL FORUM

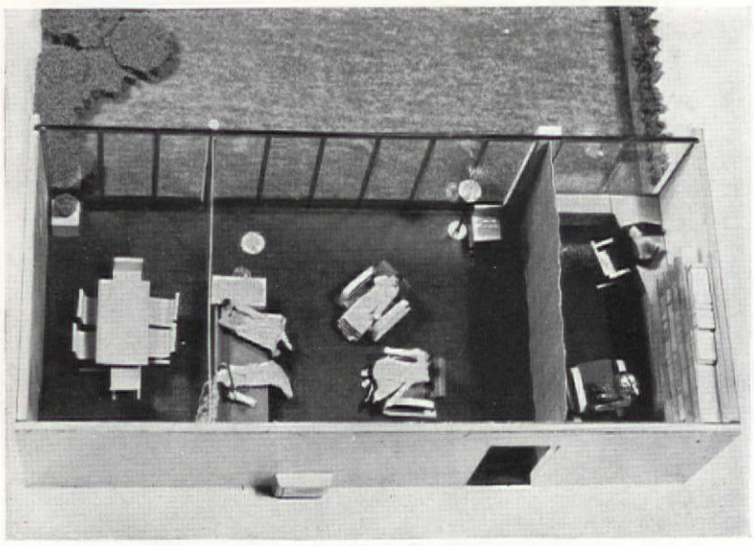




SUMMER



LIBRARY CORNER



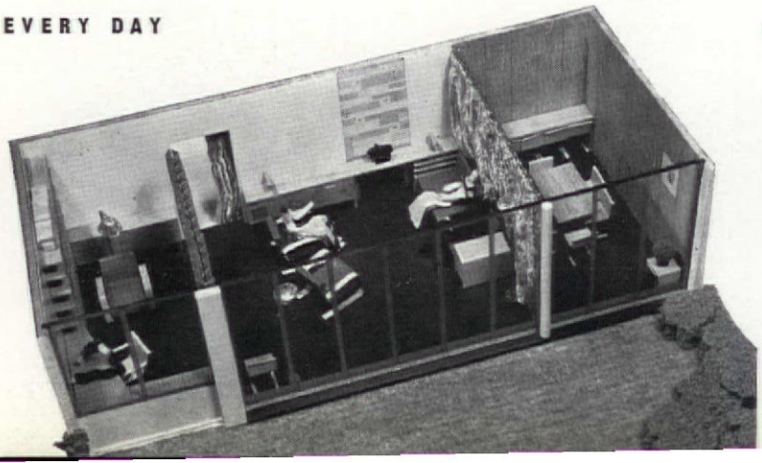
OWNER WISHES NOT TO BE DISTURBED



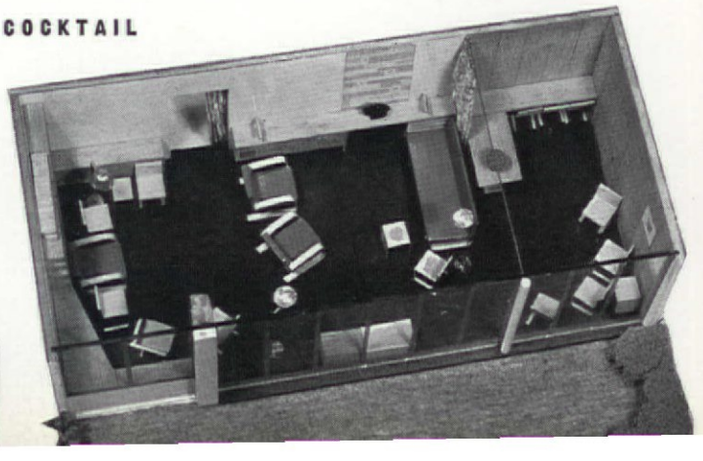
DESIGNED BY
EERO SAARINEN

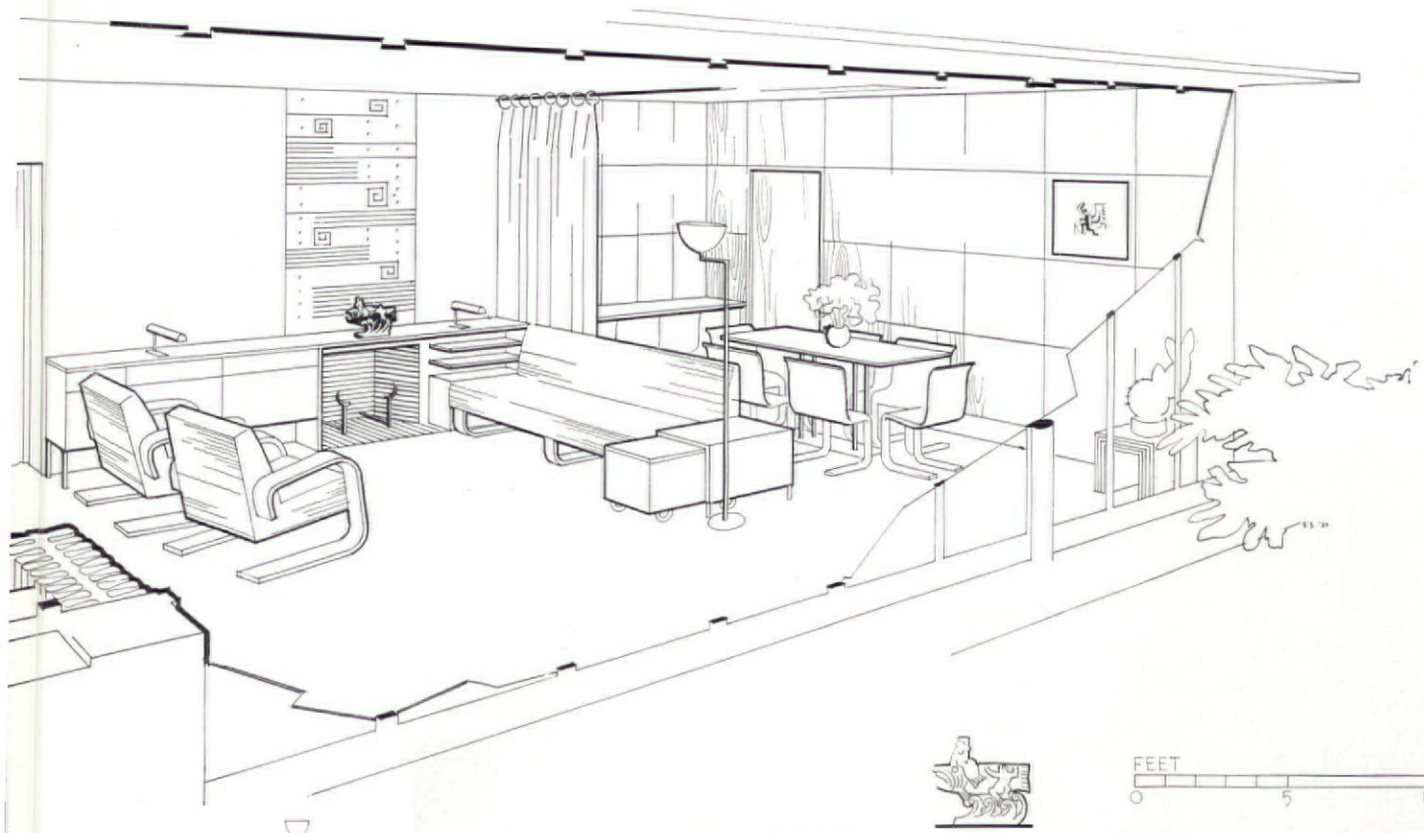
Within the framework of a simple rectangular shell, this living-dining room-study provides the basis for a great variety of uses and furniture arrangements, many of which are indicated by Mr. Saarinen in his captions for the photographs of the model. Such a room might be part of a small house or an apartment with a roof terrace; in either case its generous use of glass suggests a close relationship with the out-of-doors. For his movable furniture the designer has selected pieces designed by Alvar Aalto, outstanding modern Finnish architect; cabinets would be specially built. Most ingenious of the latter is one containing three card tables; the relation of the desk to the bookcases is very well handled. Of deceptive simplicity, the design is a distinguished, and entirely realistic solution of a common problem.

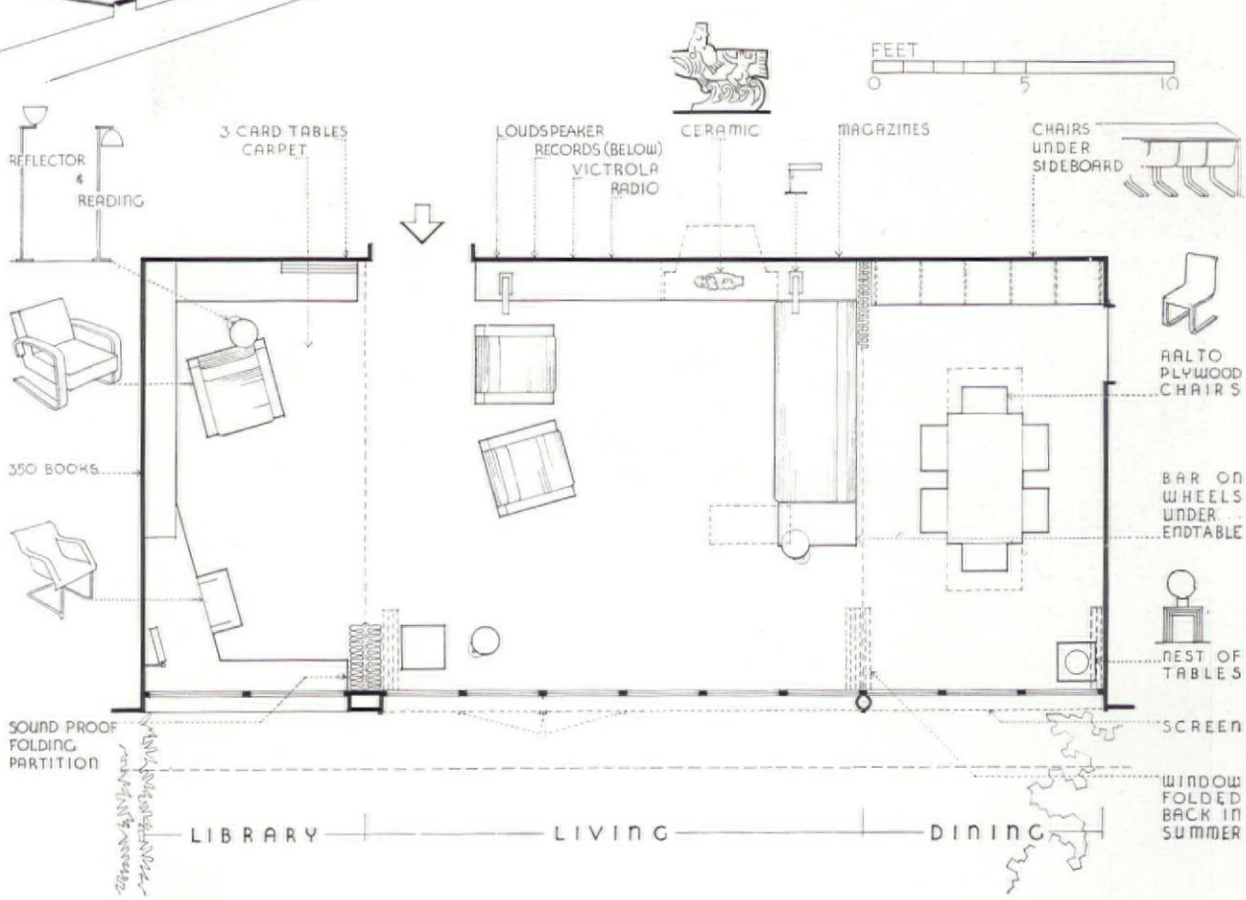
EVERY DAY



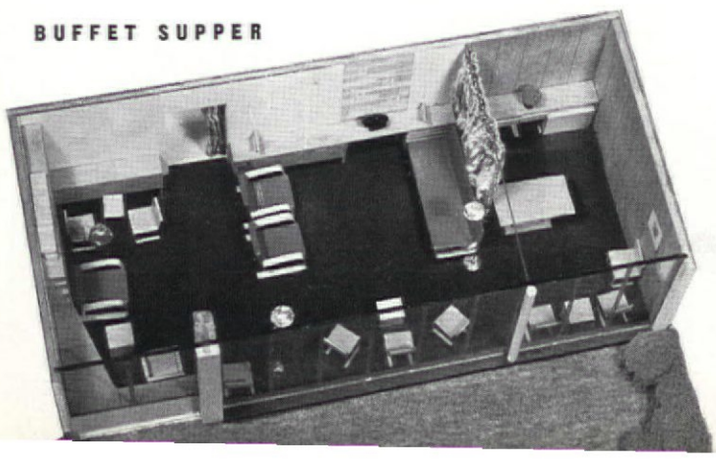
COCKTAIL







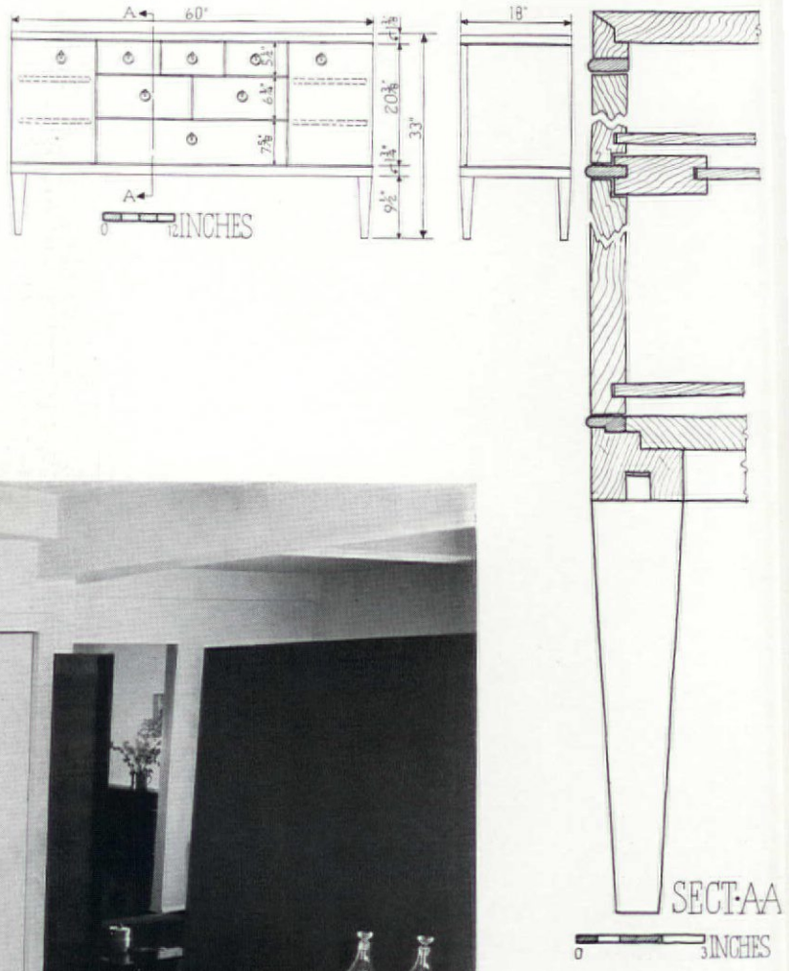
BUFFET SUPPER



DINNER FOR TEN



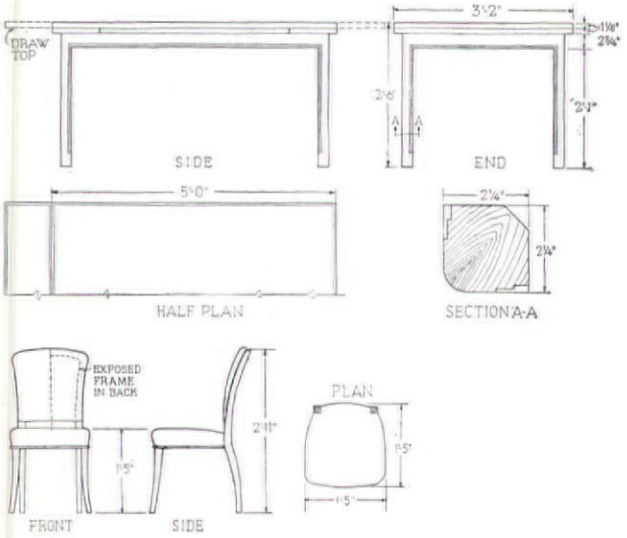
Located in a New York city apartment, this dining room is a portion of a large room (see page 248) subdivided by bookcases which extend to within a foot of the ceiling. The flush wood back of the bookcase can be seen on the right. Furniture, designed and made by Mr. Aronson, is of English Ash burl, natural finish, with white leather upholstery. Carpeting is brown.



JOSEPH ARONSON, DESIGNER



F. S. Lincoln



Wallpaper—Frederic Blank & Co. Salubra. Lighting Fixture—Cassidy Co. Furniture—Schmieg & Kotzian. Blinds—J. G. Wilson.

At the right, a dining room in a New York apartment, its decorative effect simply obtained by contrast between light furniture and dark wallpaper. Furniture is of white cherry, chairs upholstered in white leather. The room below, at Miami Beach, substitutes blue-gray and beige tiles for the usual carpet, recalls the coolness of the floor in the harewood furniture and aluminum fittings. Curtains are white glazed chintz, with a blue and red pattern.

Venetian blinds—Sistrunk. Curtains—Stroheim & Romann. Cement tile floor—R. V. Leis Co. Wall paint—Pittsburgh Plate Glass Co. (Velumina). Hardware—Russell & Erwin Mfg. Co. Mirror—Libbey-Owens-Ford Glass Co. Furniture—designed by Robert Law Weed, manufactured by Zerman Acme Woodworking Co.



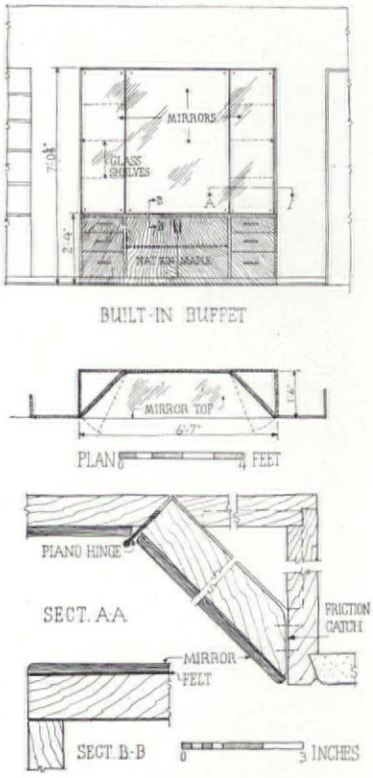
F. S. Lincoln

EUGENE SCHOEN & SONS, ARCHITECTS AND DECORATORS

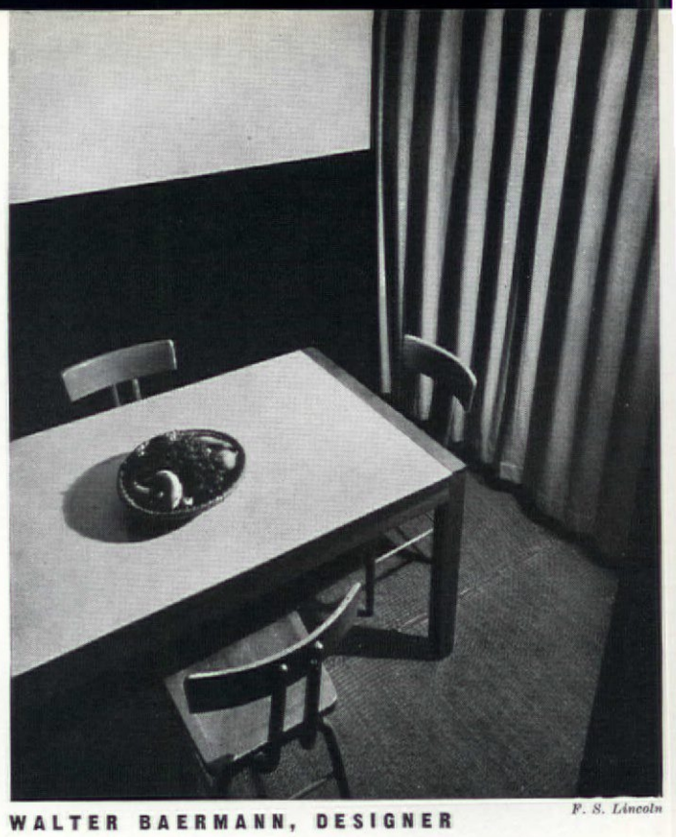


Samuel H. Gottscho

ROBERT LAW WEED



At the right, an extremely effective small dining room. Its pleasing quality is the result of a combination of simple materials: wood, Chinese straw matting, monk's cloth, and a white glass table top. Walls are painted black and white; the table was designed by Mr. Baermann; chairs, by Thonet, are natural beech. The table top is Carrara glass, by Pittsburgh Plate Glass Co. Below is a New York apartment whose luxurious appearance is due to the sparing use of fine materials. All furniture was specially designed.



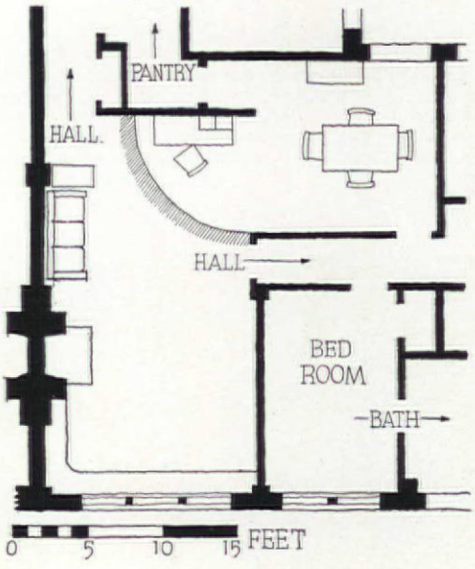
F. S. Lincoln

WALTER BAERMANN, DESIGNER

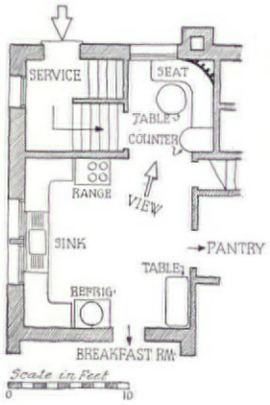
JOHN B. MANZER & MICHAEL M. HARE, DESIGNERS



Dria Duryea, Inc.



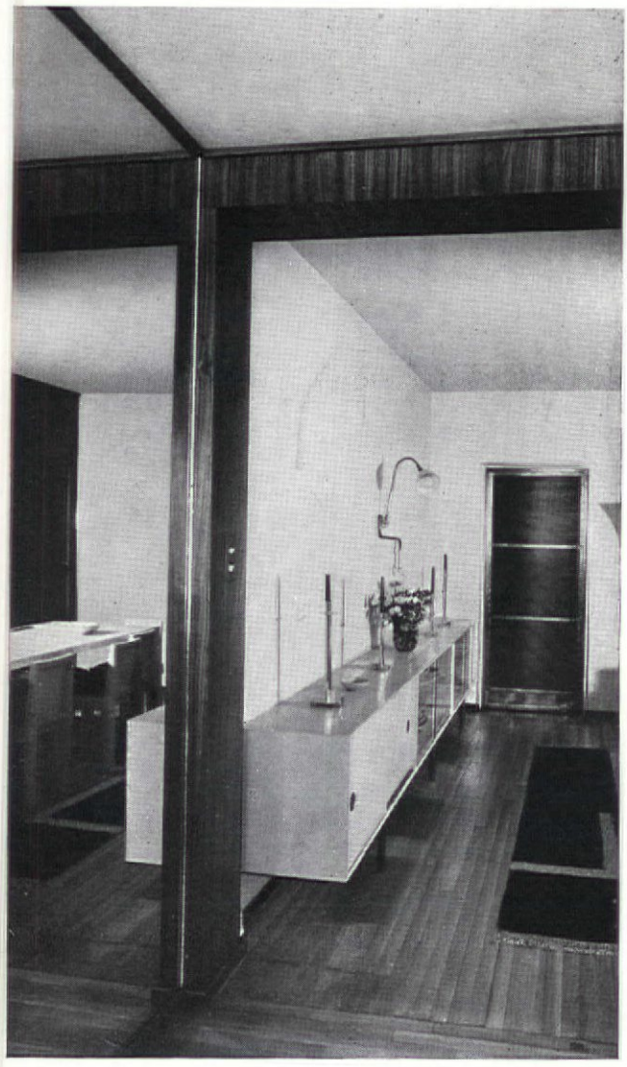
Carpet, fawn-color, Seamloc by L. C. Chase & Co. Table top brown Formica. Drapes raw silk. Walls warm white. Chairs tubular steel plated with brushed chromium, pigskin upholstery.





2. ROY BLASS, ARCHITECT *Hedrich-Blessing*

ERICH MENDELSOHN
& SERGE CHERMAYEFF, ARCHITECTS



1.



3. JOSEPH ARONSON, DESIGNER *F. S. Lincoln*



4. WILLIAM LESCAZE, ARCHITECT

1—Interior of a London apartment. The raised type of wall cabinet has much to recommend it, chiefly convenience of use and ease of cleaning.

2—A colorful, compact dining alcove with powder blue walls, chromium stars and lighting fixture, maroon upholstery, and a terra cotta floor.

3—Glass-enclosed shelves, whose value as decoration depends entirely on their contents. 4—Dining room shelves, making the most of a tight corner. The dark wood is related to the walls by small panels of a similar material.



George H. Van Anda

H. E. WOODSEND, ARCHITECT

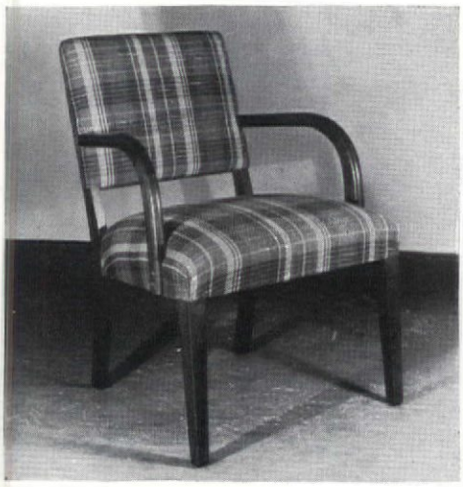
The early American interior is most successful, as here when the rustic character is not over-emphasized. The sturdy, comfortable quality of the furniture is excellent. A more vigorous window treatment would not have been inappropriate.

THEODORE CRILEY, JR., ARCHITECT H. W. GRIEVE, DECORATOR



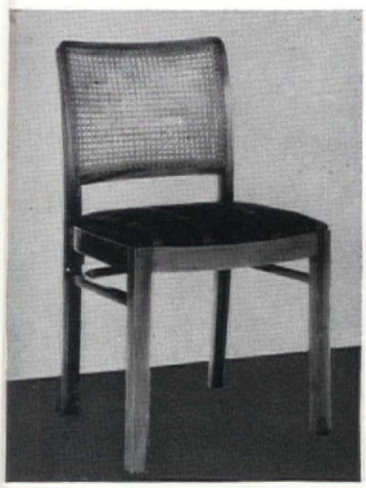
Fred R. Dapprich

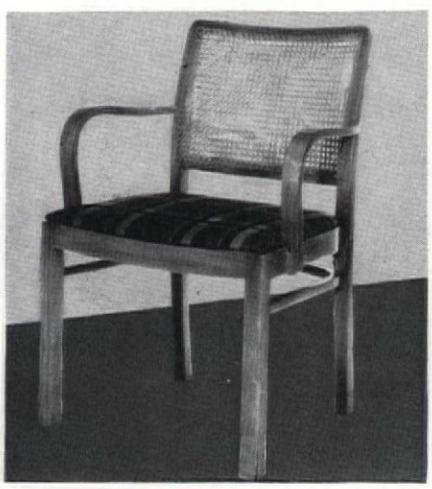
Celotex walls, camp chairs, and a wood ceiling create a completely informal interior. The buffet, mounted on saw horses, has shelves to take care of plates and silver. In addition to the natural colors of the materials, green is used for the table top and the curtain pattern

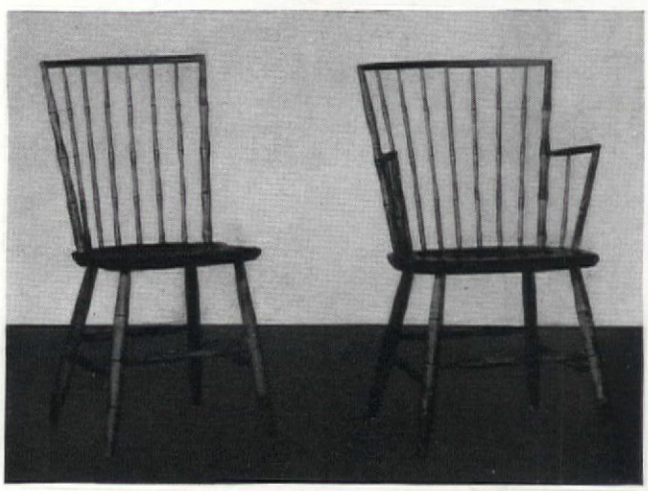


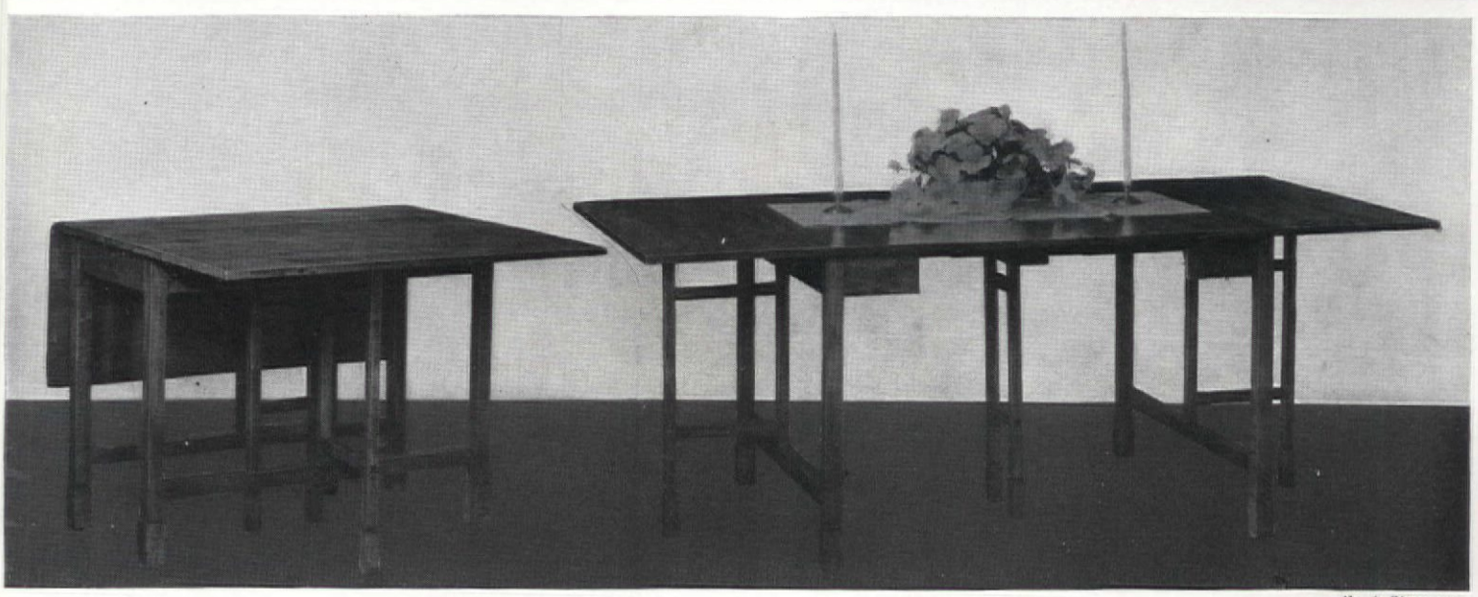










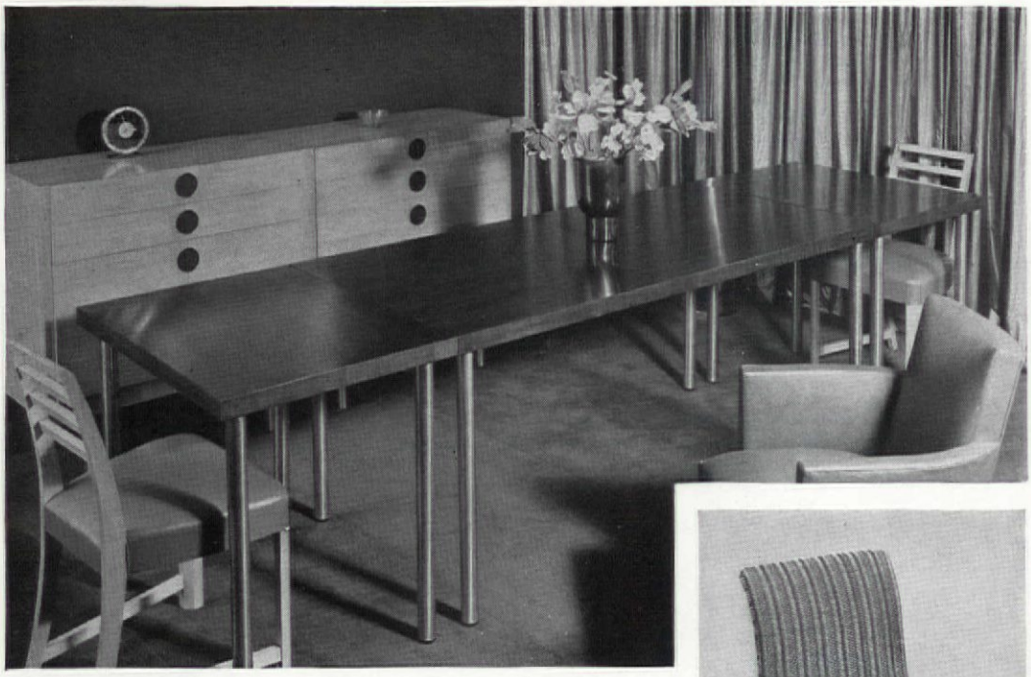


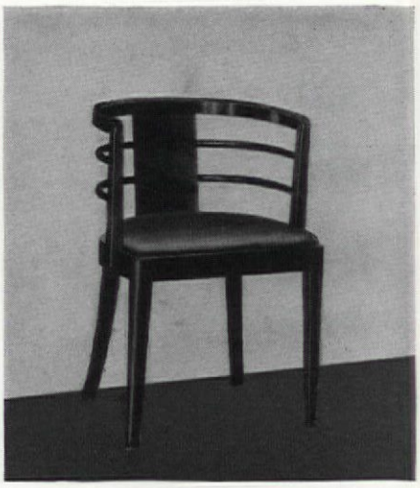
No. 1, Zimmerman

1	2	3
4	5	6
7		

1—No. 4061, walnut finish, fabric covering, $6.75. Statesville Chair Co. **2** and **3**—Suite No. 1230. Side chair, $4.50; buffet, $14.50. Both can be had in either walnut or maple. St. Johns Table Co. **4**—No. 368, $13.50. **5**—No. 1668, $18.75. Both chairs of beech. Thonet Bros. **6**—Windsor side chair, No. 1736, $16.50; armchair, No. 1746, $22.50. Both in maple. **7**—No. 1344, gate-leg extension table shown open and closed, in maple, $54. Both chairs and table are from Statton Furniture Mfg. Co.

DINING ROOM FURNITURE





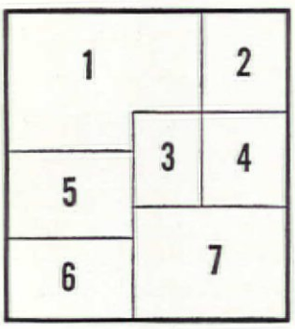




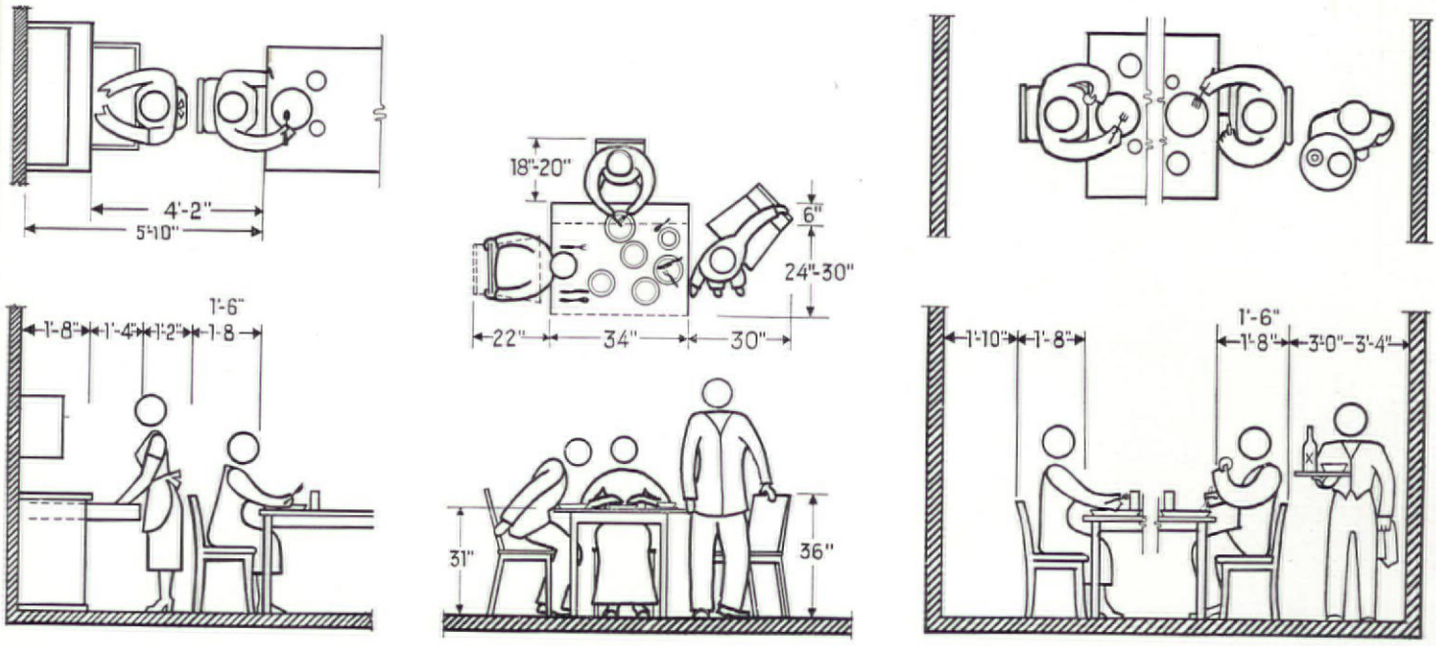




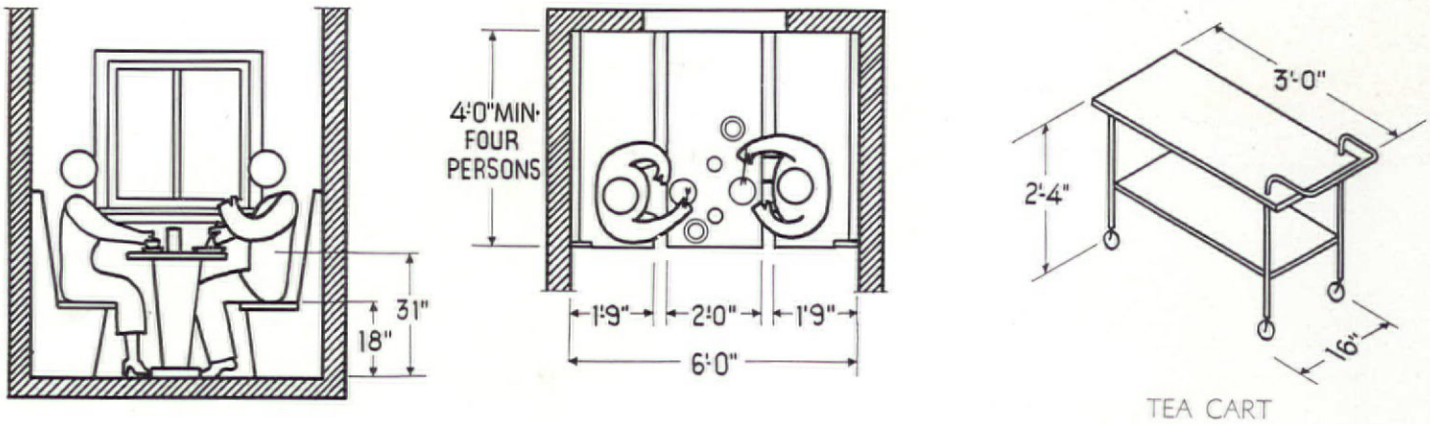




1—Three section dining table in New World mahogany, can be used either as a whole or in three pieces. Middle section No. 7044, 66 x 33 in., $53.50. Each end section, No. 7045, 33 x 24 in., $37. Side chair No. 3470, from $16 to $20 according to grade of upholstery. All these pieces designed by Gilbert Rohde for Herman Miller Furniture Co. **2**—No. 1898, $19.75. Hekman Furniture Co. **3** and **4**—No. C2794. Side chair, $14.25; arm chair, $20.75. Both in bleached finish and medium grade upholstery. Heywood-Wakefield Co. **5**—No. 4246, Duncan Phyfe table, 40 x 24 in. closed; 40 x 53 in. open. In mahogany veneer and gum wood, $40. Maddox Table Co. **6**—Vanderlyn dining table, No. 2063, 42 x 68 in. A leaf 24 in. wide can be inserted in the middle. $170. Kaplan Furniture Co. **7**—Drop leaf table, copied from an original in a London museum. In mahogany, $95. White Furniture Co.

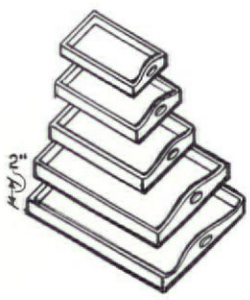


SPACE REQUIREMENTS: EATING

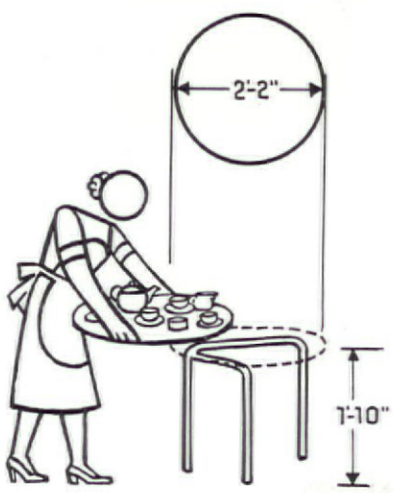


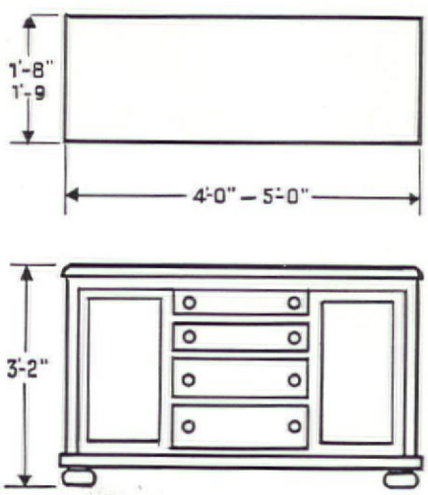
TEA CART

8" x 14"
10¼" x 16"
12" x 18"
16½" x 24½"
19" x 28"

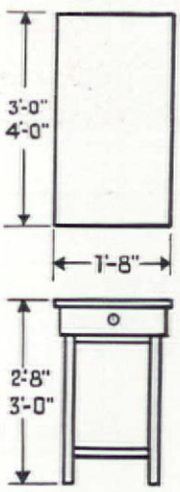


TRAY SIZES

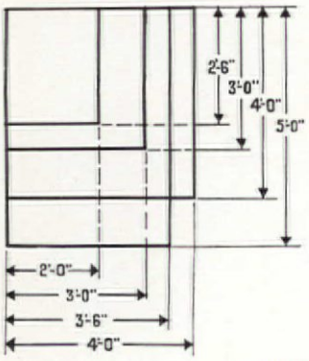


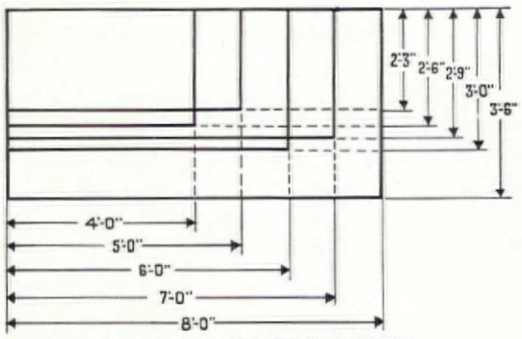


SIDEBOARD



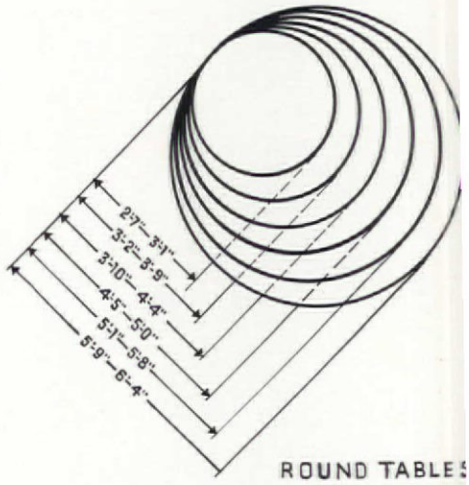
SERVING TABLE





RECTANGULAR TABLE SIZES

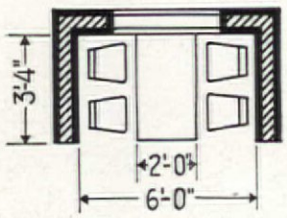
VERY NARROW	NARROW	MEDIUM	AMPLE	WIDE
2'-3" x 5'-0"	2'-6" x 3'-6"	2'-9" x 6'-0"	3'-0" x 6'-0"	3'-6" & 4'-0" x 5'-0"
2'-3" x 6'-0"	2'-8" x 4'-0"	2'-9" x 7'-0"	3'-0" x 8'-0"	3'-6" & 4'-0" x 6'-0"
	2'-6" x 5'-0"	2'-9" x 8'-0"		3'-6" & 4'-0" x 6'-6"
	2'-6" x 6'-0"			3'-6" & 4'-0" x 7'-0"
	2'-6" x 8'-0"			3'-6" & 4'-0" x 8'-0"

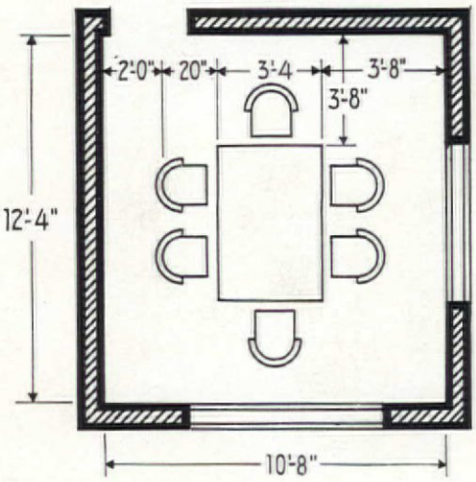


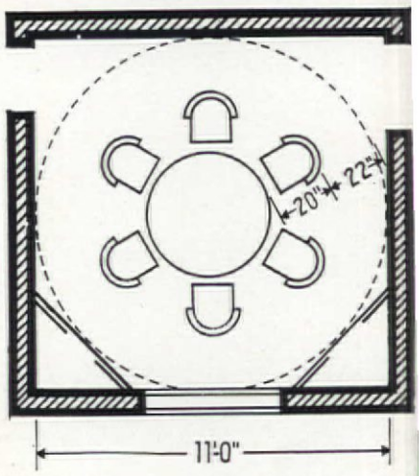
ROUND TABLES

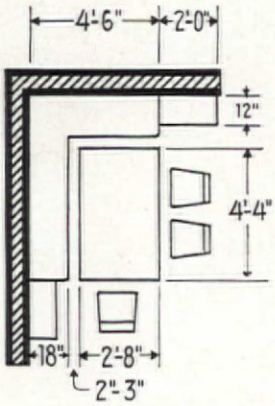
SQUARE TABLES

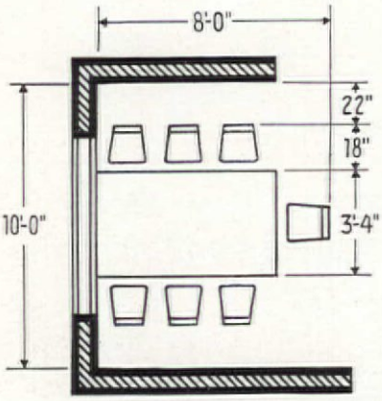
TABLE SIZES

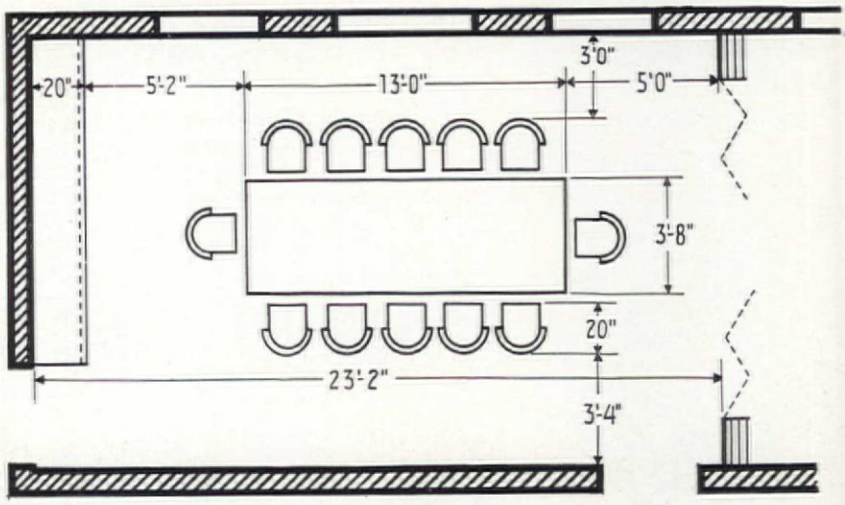






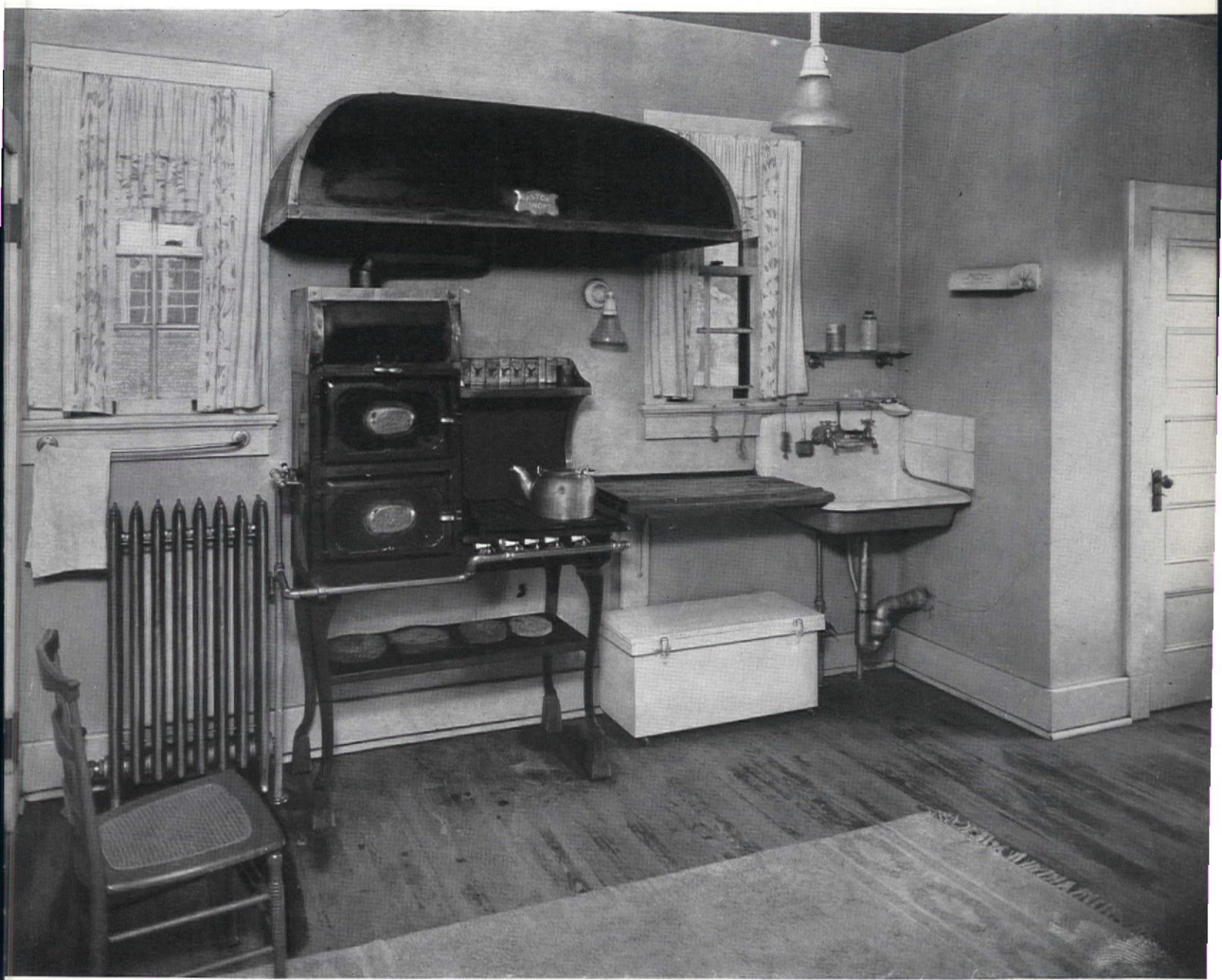




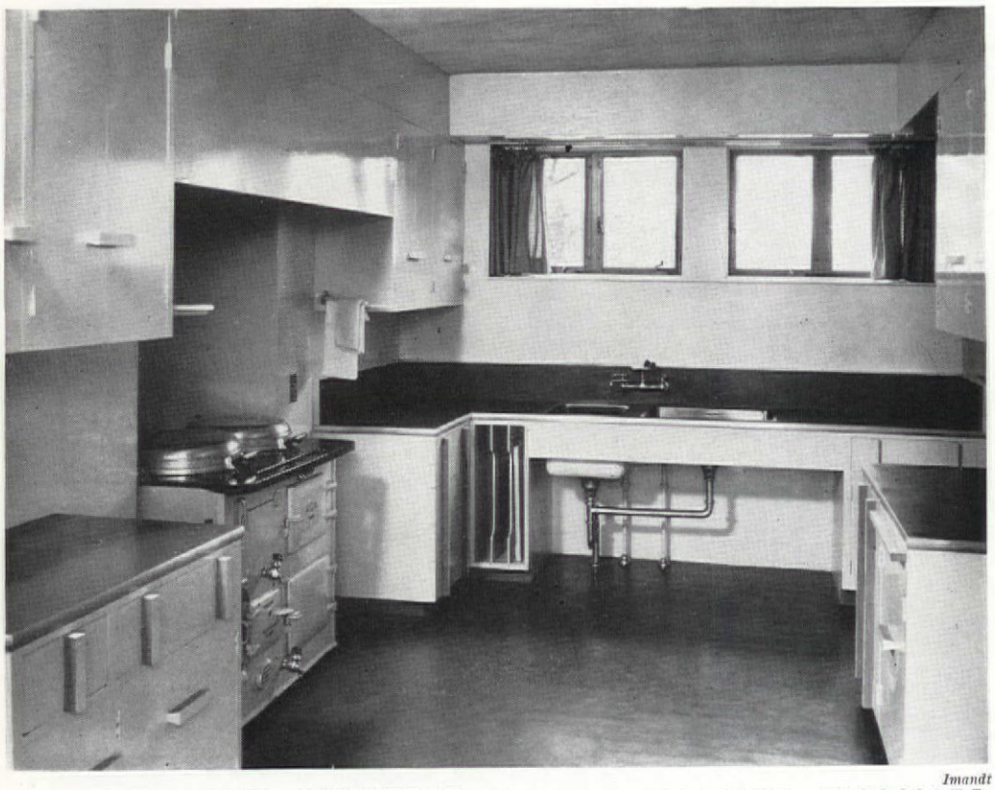


DINING ROOM SIZES

COOKING



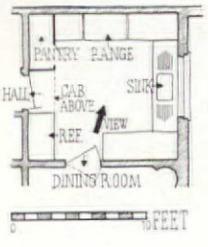
Brown Bros.



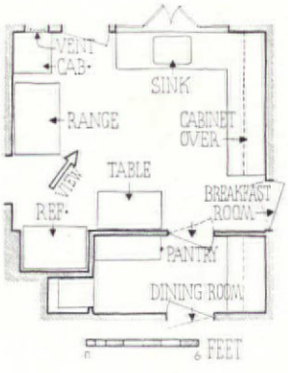
Imandt

WILLIAM LESCAZE, ARCHITECT, VIRGINIA WILLIAMS, ASSOCIATE

The milk room of an old Connecticut house, remodeled into a kitchen. Walls, ceiling, and dressers, cream color; floor, dark gray linoleum; sinks, stainless steel, Whitehead Metal Products Company; insulated coal stove, "Aga;" ceiling acoustic plaster; fan under stove hood.



Kitchen in a Long Island development house, illustrating the improved planning and excellent equipment now available in moderate-price houses.

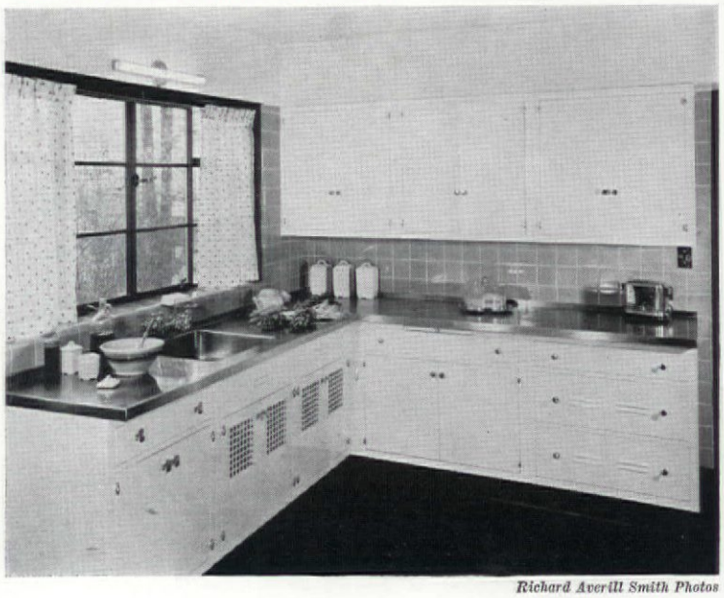


Walls, blue-gray Pardee Matawan tile; cabinets, white, by Excel Metal Cabinet Co.; lighting fixtures, Kurt Versen; floor, black linoleum, Armstrong; range, Estate Stove Co.; refrigerator, General Electric; ceiling, white, Benjamin Moore paint.

ALFRED LEVITT, DESIGNER



ROBERT HELLER, DESIGNER



Richard Averill Smith Photos

Right, a kitchen modern in plan, uses natural wood for cabinets and drawers. Below, a New York department store display kitchen, with white metal sink and drainboard, Norge refrigerator, and Magic Chef gas stove.



HAROLD SPITZNAGEL, ARCHITECT

Hedrich-Blessing

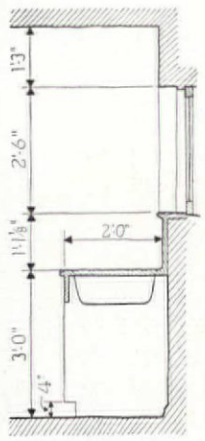
B. ALTMAN & CO., DECORATORS



Robert E. Coates



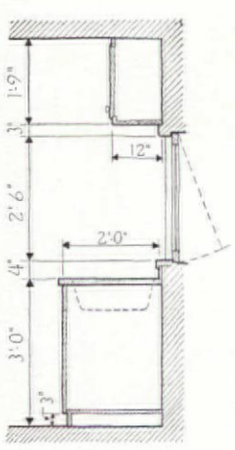
HARWELL HAMILTON HARRIS, DESIGNER *Fred R. Dapprich*



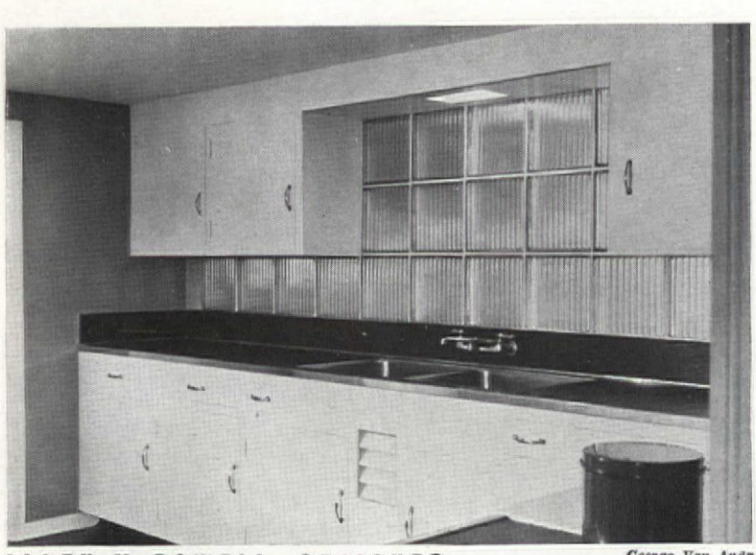
Compact kitchen with dining alcove. The combined cupboard, drainboard, and sink units are all in wood. Fenestration is excellent.



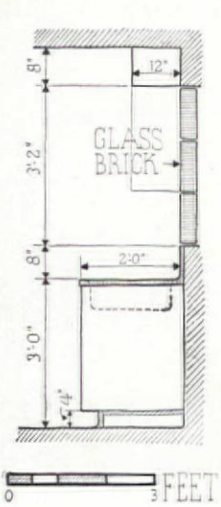
MICHAEL GOODMAN, ARCHITECT



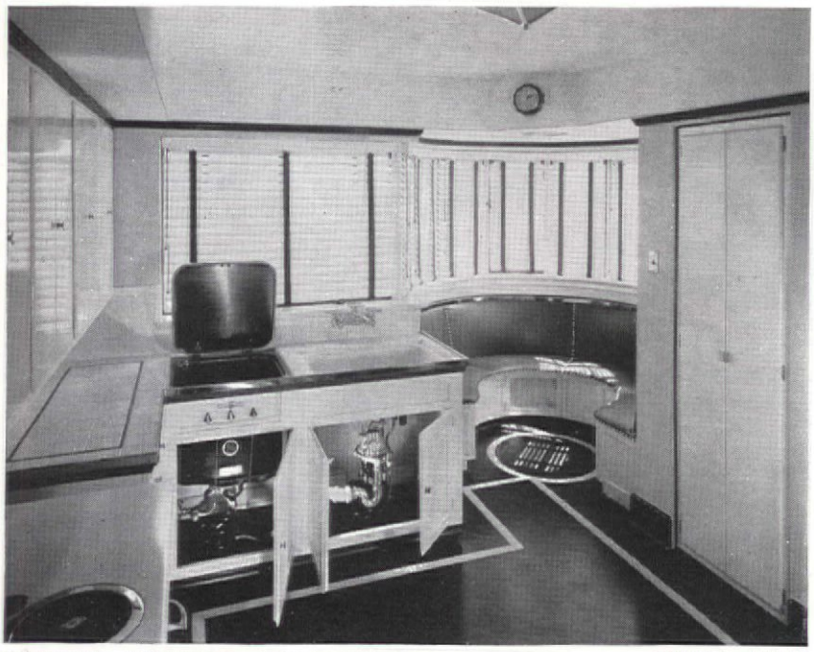
Another compact kitchen set-up in wood. The continuous windows permit supervision of the play yard outside; set low, they leave room for easily accessible storage cabinets above.



ALLEN McDOWELL, DESIGNER *George Van Anda*

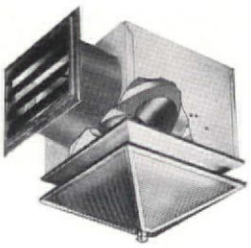


An unusual use of glass block in a kitchen, logically integrating lighting and storage areas. Cabinets are compact and well-designed. Such a kitchen is not only attractive, but reduces work to a minimum.



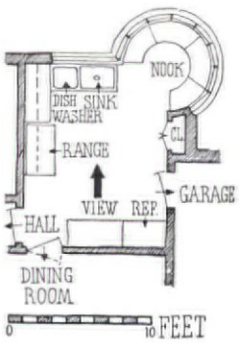
ALFRED LEVITT, DESIGNER

Richard Averill Smith



Vent-O-Light Corp.

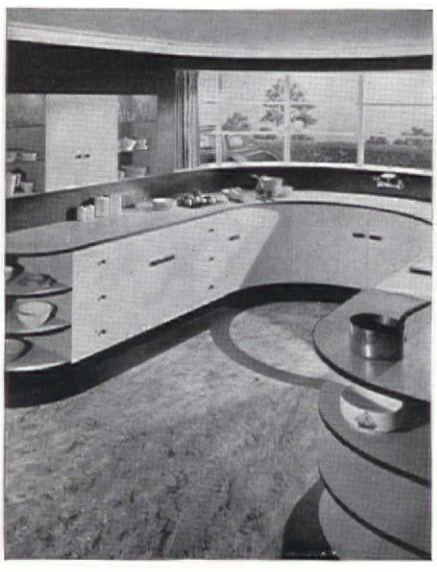
Top, a combined kitchen light and exhaust fan, assembled by the Central Queens Lighting Co. for a Long Island operative builder. Top left, a kitchen-dining alcove entirely fitted with General Electric equipment. Floor, Armstrong linoleum. The combined light and fan described above can be seen at the top of the picture. Bottom left, kitchen set-up by Congoleum-Nairn Inc. to show the use of linoleum for floors, walls, and counter tops. Right, a small U-plan kitchen with Carrara glass walls, designed by W. & J. Sloane.



W. & J. SLOANE, DECORATORS

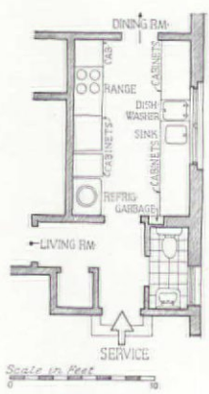


Frank Randt



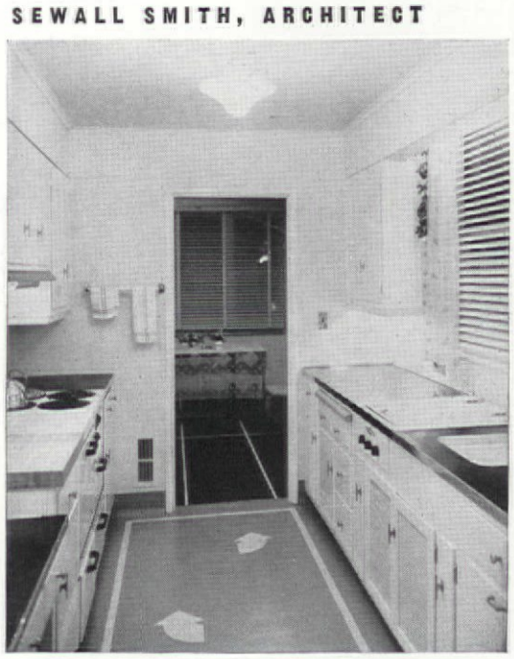


Above, a model kitchen by the Westinghouse Electric & Mfg. Co., shows one possible arrangement. Below, left, a combination of the same company's equipment with Colonial cabinets and trim. The contrast between the well-designed equipment and the woodwork indicates that such attempts to reproduce an antique atmosphere in a utilitarian room are rather pointless. Bottom right, a small, conveniently arranged kitchen with a Kohler sink, General Electric dishwasher, built-in lumiline fixtures, and wood cabinets by the Murphy Door Bed Co. Linowall, by the Armstrong Cork Co., is used as a wall covering; the floor is linoleum, by Congoleum-Nairn, Inc.



SEWALL SMITH, ARCHITECT

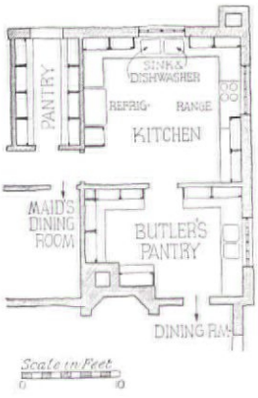




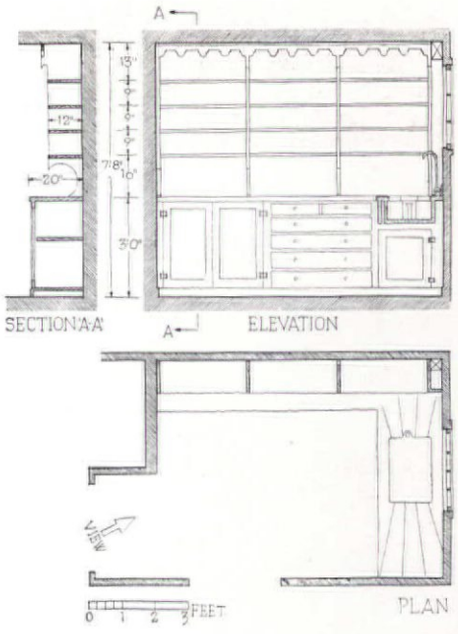


Johnson

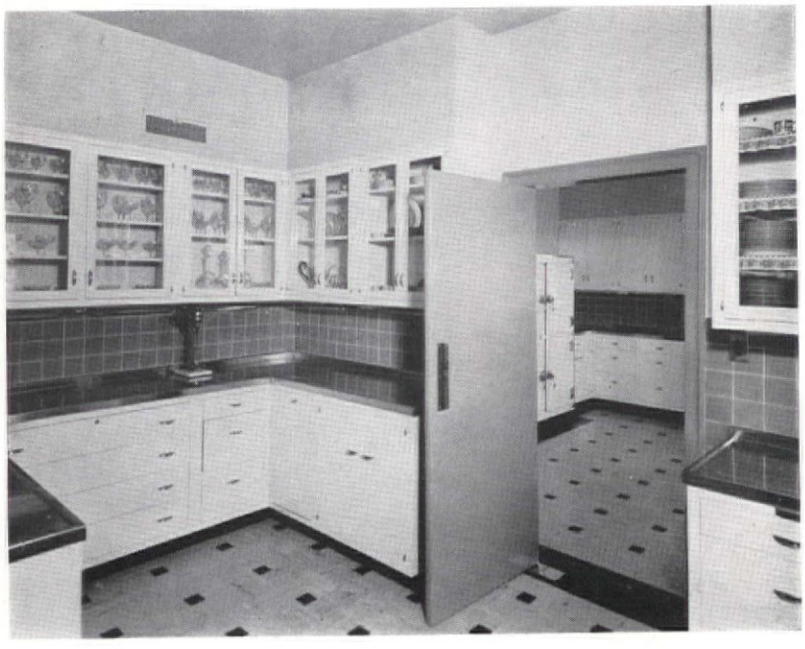
Left, a kitchen with Crane Co. sink and cabinets and a Chambers gas range. Walls are tile and painted plaster. The two refrigerators (not shown) are by Frigidaire Corp. and Servel, Inc. Cabinets are by the St. Charles Mfg. Co.; floor covering is linoleum. Bottom left, kitchen and pantry in a large house in Homewood, Ill. Bottom right, pantry, finished in natural wood, with the greater part of the storage space consisting of open shelves.



Floor, rubber tile by Hood Rubber Co.; range, refrigerator, and dishwasher, General Electric Co.; sink and stainless steel counters, Elkay Mfg. Co.; cabinets, Dieterich Steel Cabinet Corp.



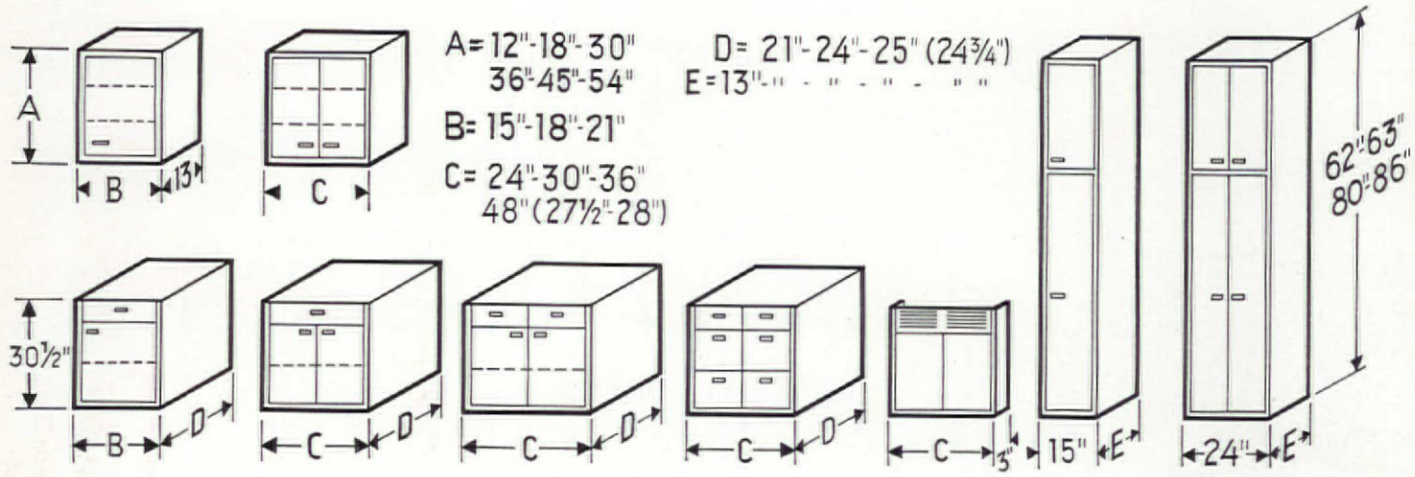
NIMMONS, CARR & WRIGHT, ARCHITECTS



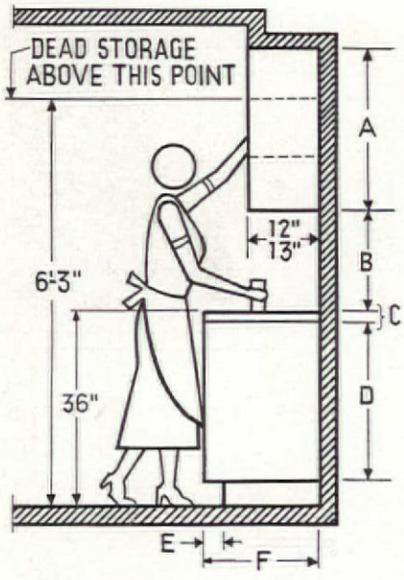
CAMERON CLARK, ARCHITECT



George Van Anda

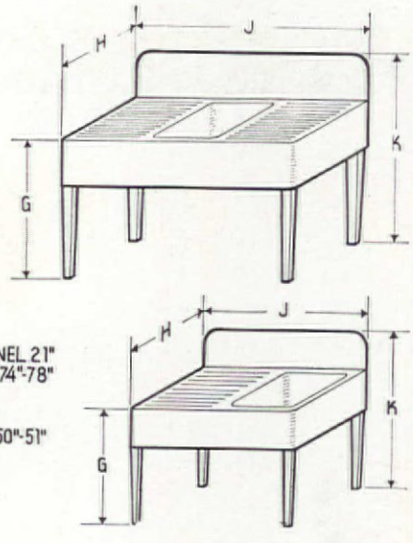


KITCHEN CABINET SIZES



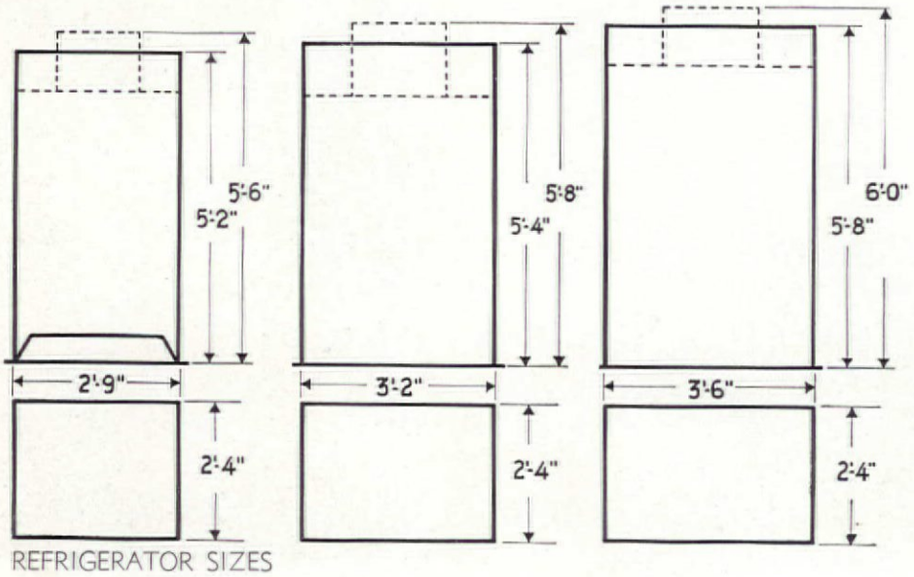
A-12"-18"-30"-36"-45"
(13"-24"-28"-54")
B-MIN-15"-USUAL-18"
C-TOP 1½"
D-30½"-4" BASE
28½ -6" BASE
E-3" OR 3½"
F-21"-24"-(24¾"-25"

TYPICAL CABINET SECTION

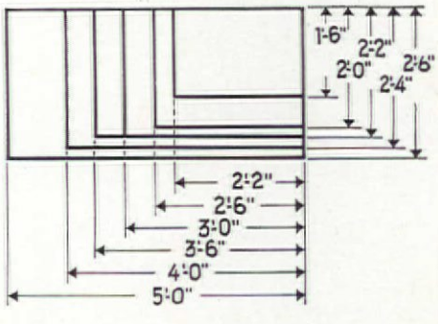


G-2'-8"-3'-0"
H-20"-22"-24" MONEL 21"
J-LARGE-60"-72"-74"-78"
MONEL-60"-72"
SMALL-42"-52"
MONEL-41"-42"-50"-51"
K-MINIMUM-3'-4"
MAXIMUM-4'-0"

SINK SIZES



REFRIGERATOR SIZES

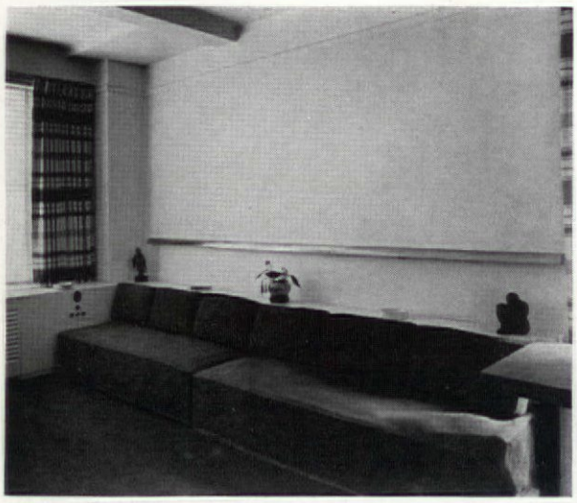


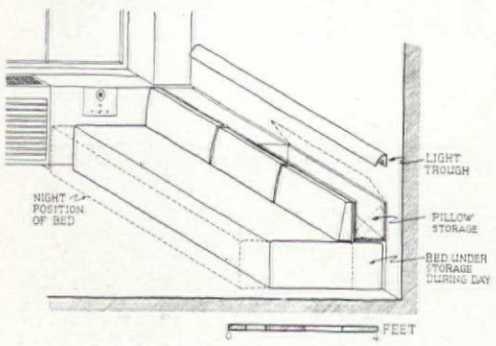
RANGE SIZES. COOKING TOP USUALLY 30 IN. ABOVE FLOOR.

SLEEPING



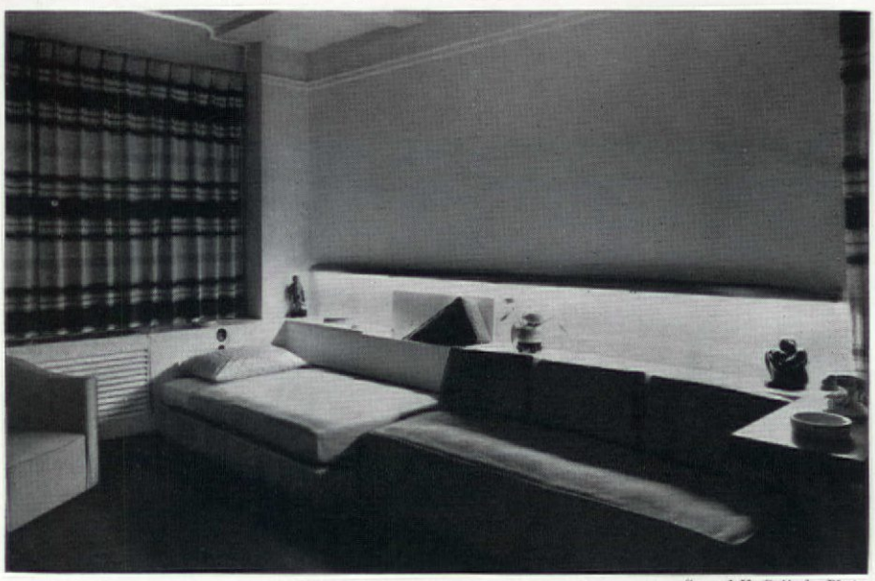
Byron Co.





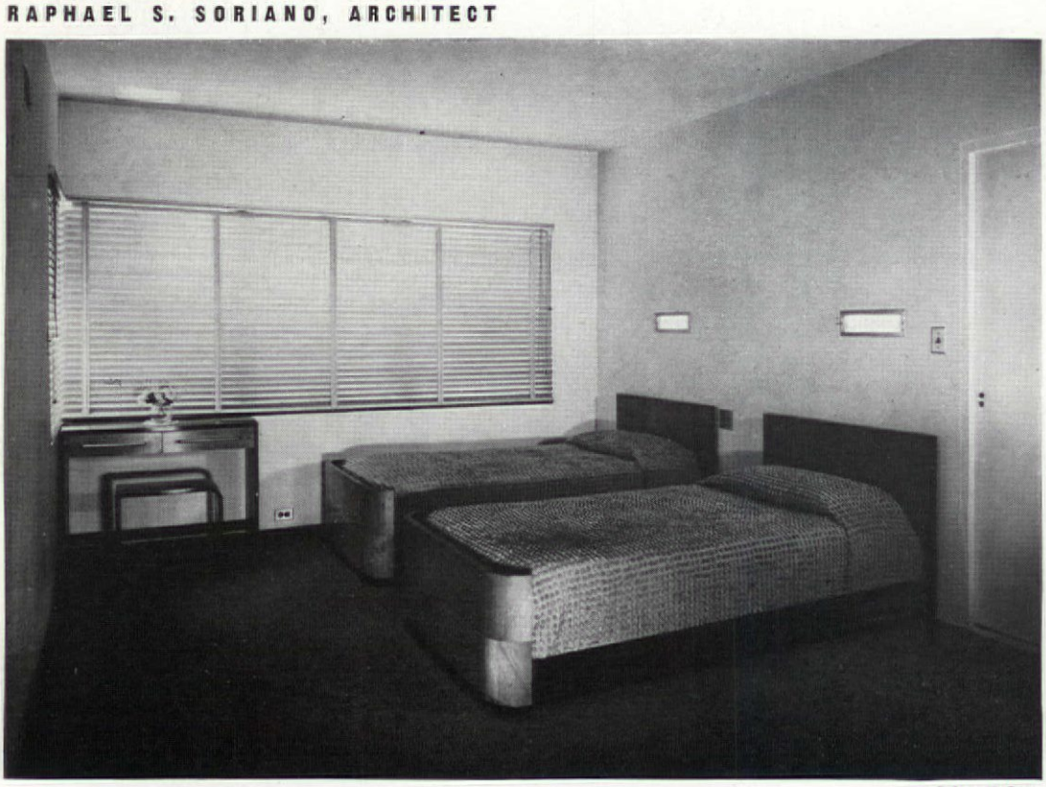
Congested quarters frequently lead to ingenious devices for providing the most flexible use of space. Very much to the point is this couch-by-day, bed-by-night arrangement, with a cupboard behind for storing blankets and cushions. Fabrics and cabinet work by Arundell Clarke, Ltd. Walls are flat white; cabinet, white lacquer; lighting fixtures, glass and brushed brass.

ARUNDELL CLARKE, LTD., DECORATORS



Samuel H. Gottscho Photos

RAPHAEL S. SORIANO, ARCHITECT



Julius Shulman

Eleven by seventeen feet, this master bedroom contains two cedar-lined wardrobes in addition to the beds and dressing table. Lights are flush, including the bed reading lamps. Walls are dull white; venetian blinds; wood is gray ash; carpet, blue.

Venetian blinds, National; aluminum paint, Paraffine Companies, Inc.; flooring, Oregon pine; floor covering, frieze carpeting, Bigelow-Sanford Carpet Co. Inc.; hardware, Soss Mfg. Co.; concealed hinges, locks, Schlage Lock Co.; wall covering, Sanitas, Standard Textile Products Co.



CONTEMPORA, INC., DECORATORS

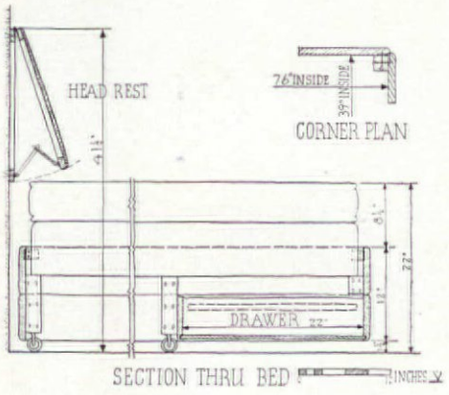
F. S. Lincoln

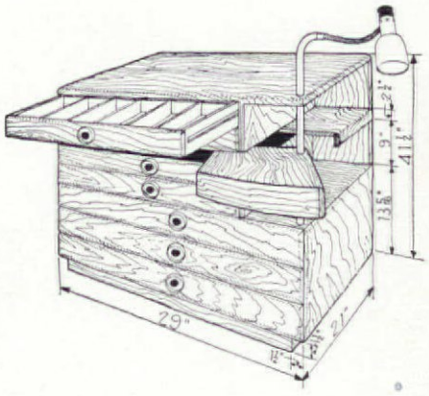
Originally a large room, redesigned to form a sleeping alcove and a sitting-dressing room, the separation being effected by a square translucent lighting panel and a closet for collars, ties, and accessories.

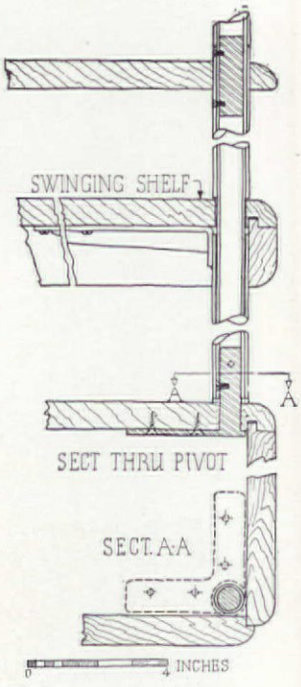
Walls, ceiling, bedspread, furniture, carpet, and curtain of the alcove, a light chrome yellow. Indirect lighting for reading, book shelves, ash trays, and built-in radio provided for in the design of the bed. Upholstery, F. Schumacher & Co. Glass screen, Pittsburgh Plate Glass Co.



RUSSEL WRIGHT, DESIGNER

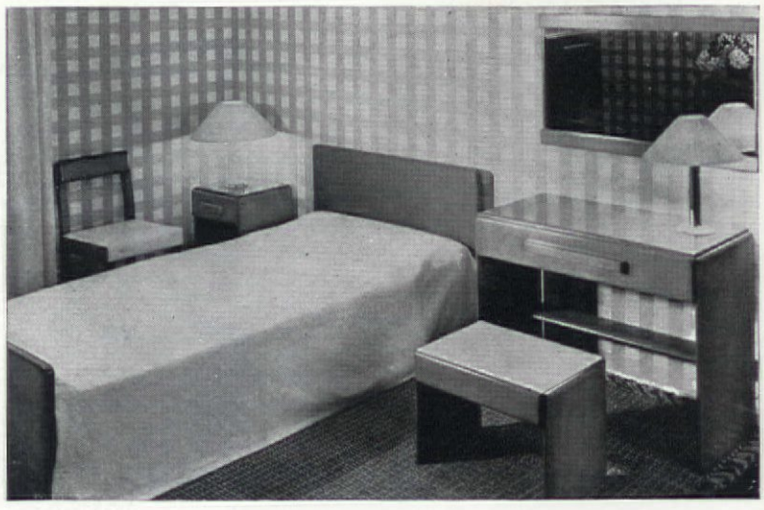




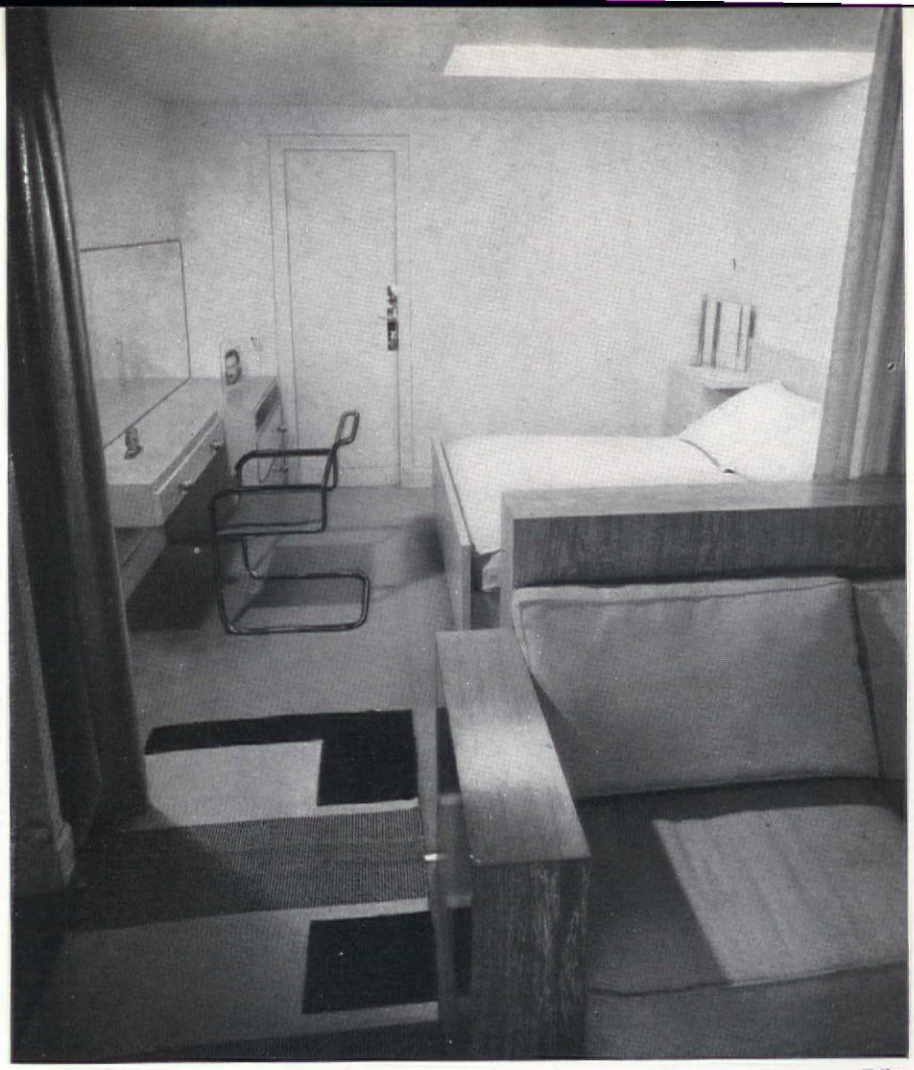


The two sets of bedroom furniture on this page were designed by Russel Wright, the one above for his own use, that below as part of a line manufactured by the Conant-Ball Co. The top illustration shows a very compact arrangement, with chests containing considerable storage space, built-in breakfast trays and lighting fixtures. The shallow drawers, their knobs protected by plastic guards, are much more efficient than the customary wardrobe type. Blankets are stored in special drawers at the foot of each bed. It is of interest to note how the wood details have been repeated and modified in the commercial set shown below.

Bedroom suite No. 3030: Mirror $18, Vanity $20, Bed $30, Night stand $13, Chair $9, Bench $8. Not shown in illustration: Dresser $39, Chest $41. Prices given are for the pieces in red maple; for alternative blond finish add 10 per cent. Conant-Ball Co.



At right, a bedroom alcove opening off a living room. Walls pastel blue, furniture white sycamore, curtain of pink hand-woven material. Large flush lighting panel over the bed. Below, a bedroom and a detail of a dressing table, both by Marcel Breuer, and executed in Berlin. They illustrate Breuer's delicate and simple manner of design, and his excellent use of tubular steel for furniture.



MAURICE BARRET, ARCHITECT

Kollar

MARCEL BREUER, ARCHITECT

W. v. Debschitz-Kunowski





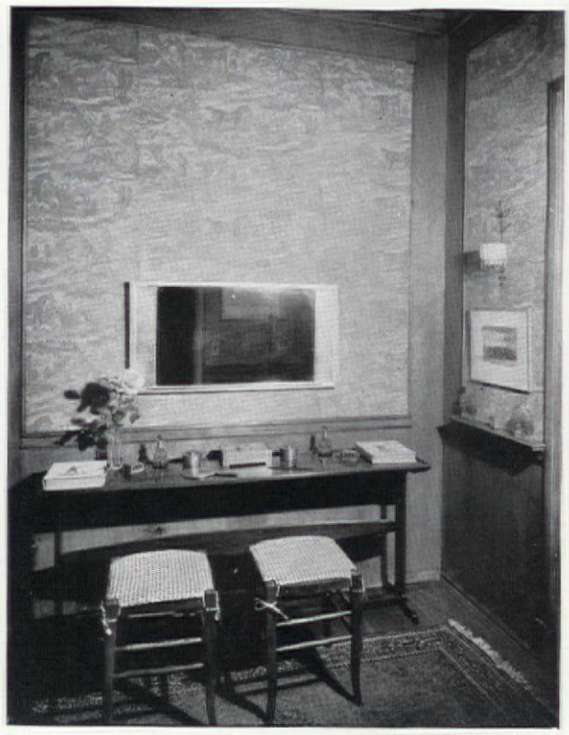
DRESSING TABLES



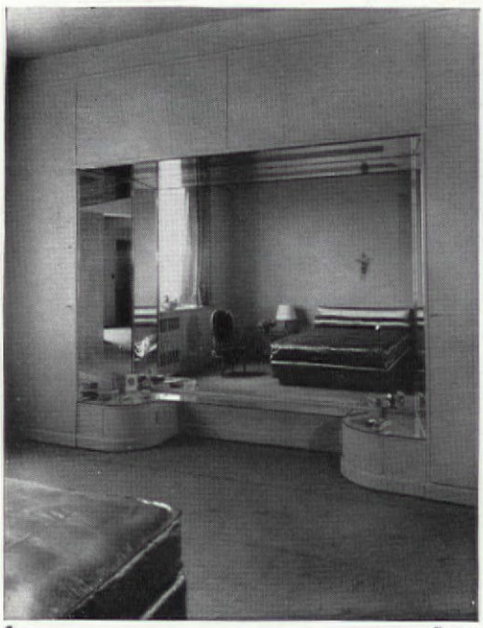
1.



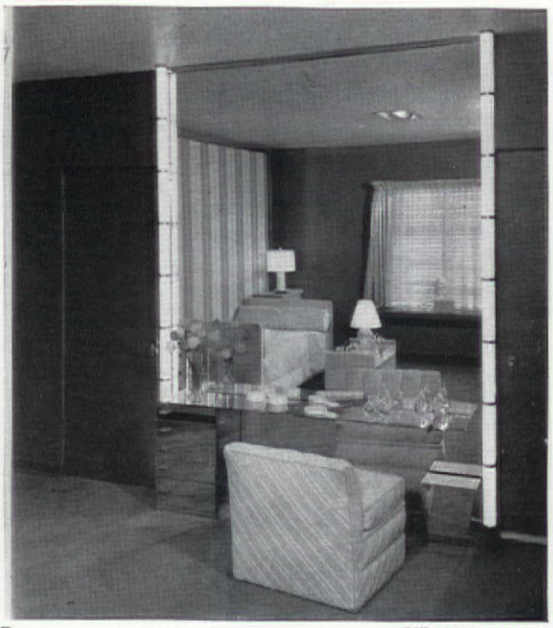
2. *Von Schnarendorf*



3. *Richard Averill Smith*



4. *Gomez*

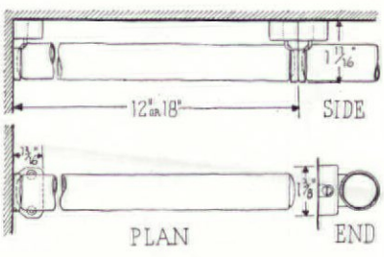


5. *Mile High Photo Co.*





6.



DETAIL OF LUMILINE FIXTURE AND FITTINGS

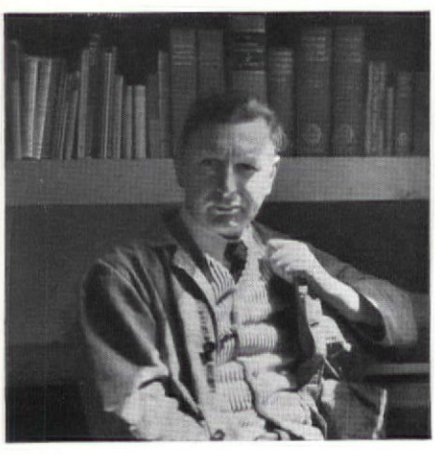
Other lamps and lighting fixtures are on page 255

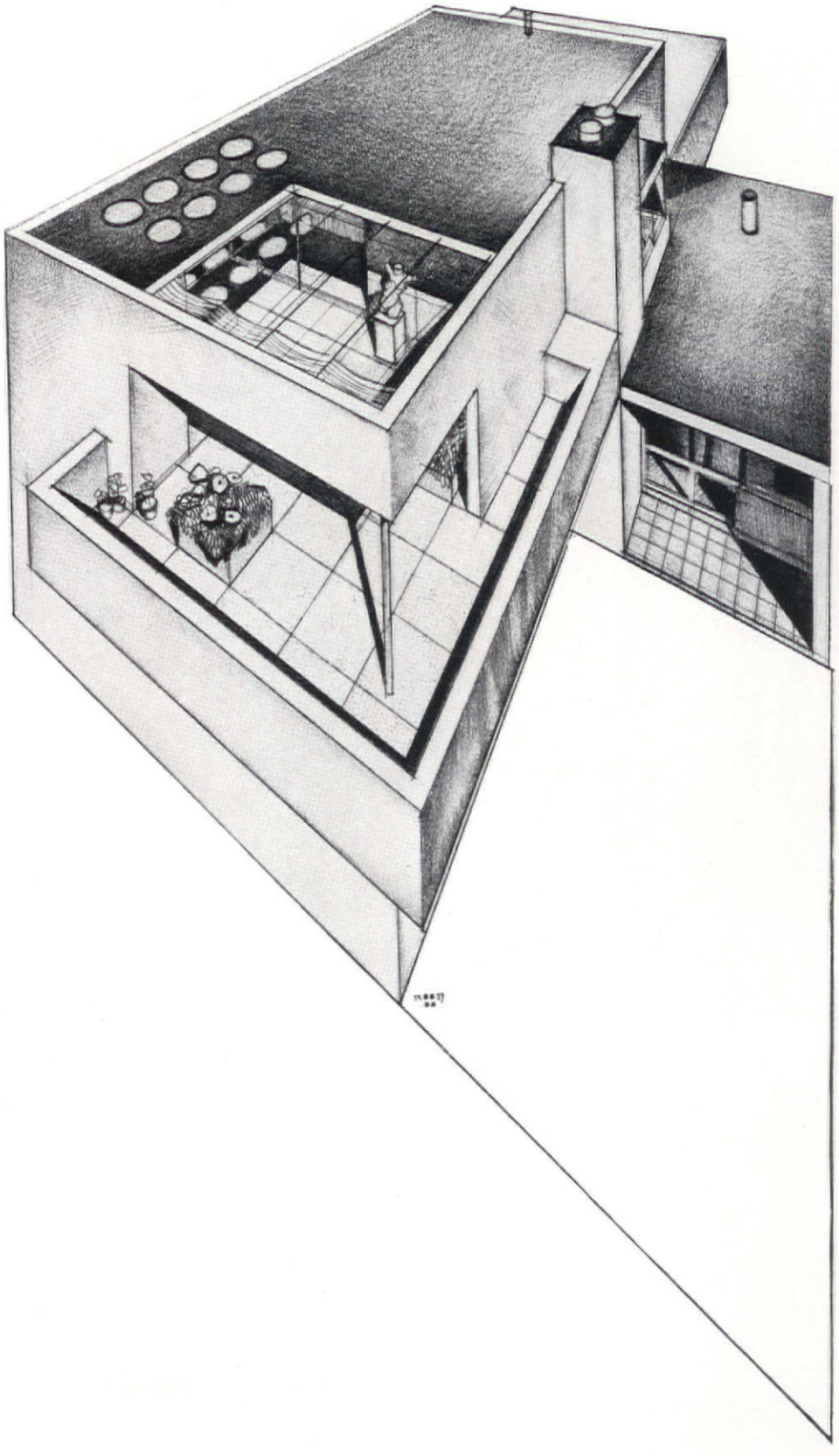
1—Ladies' dressing room. Silver leaf walls with Persian designs of cut out paper applied. Painted mirror from old Persian painting by Evelyn Ewalt. Arden Studios Inc., decorators. **2**—Glass-top shelf of conventional design. Bent wire mirror frame, lamp standards, metal chair. Nancy McClelland, Inc., decorators. **3**—Wood dressing table, glass top, with metal accessories and mirror frame. Arden Studios Inc., decorators. **4**—A luxurious arrangement, the dressing table subordinate to the large mirror. Antonio U. Vilar, architect. **5**—Wall-height mirror framed by light tubes, the dressing table also mirrored. Walls burgundy, carpet smoke blue, putty color and blue striped fabric on one wall, upholstery same color. Designed by Thornton Fuller, Inc. **6**—Two views of combination desk-cabinet-dressing table, for a bed-living room. Helen Park, designer. $150. Widdicomb Furniture Co.

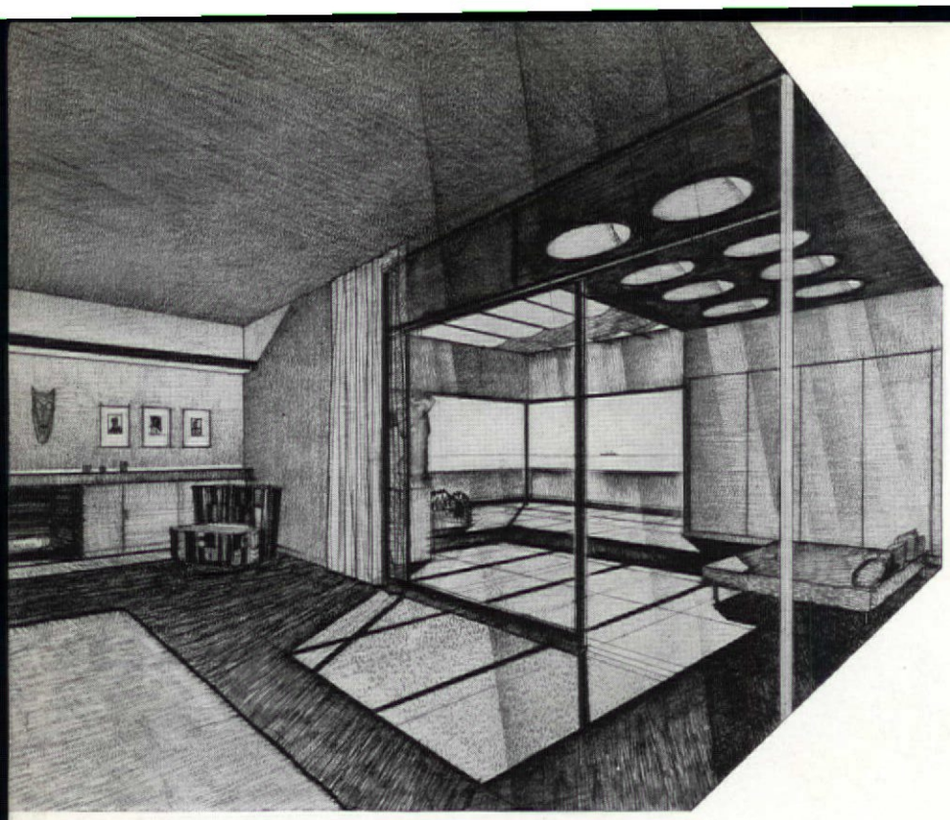
INDOOR-OUTDOOR SLEEPING SPACE

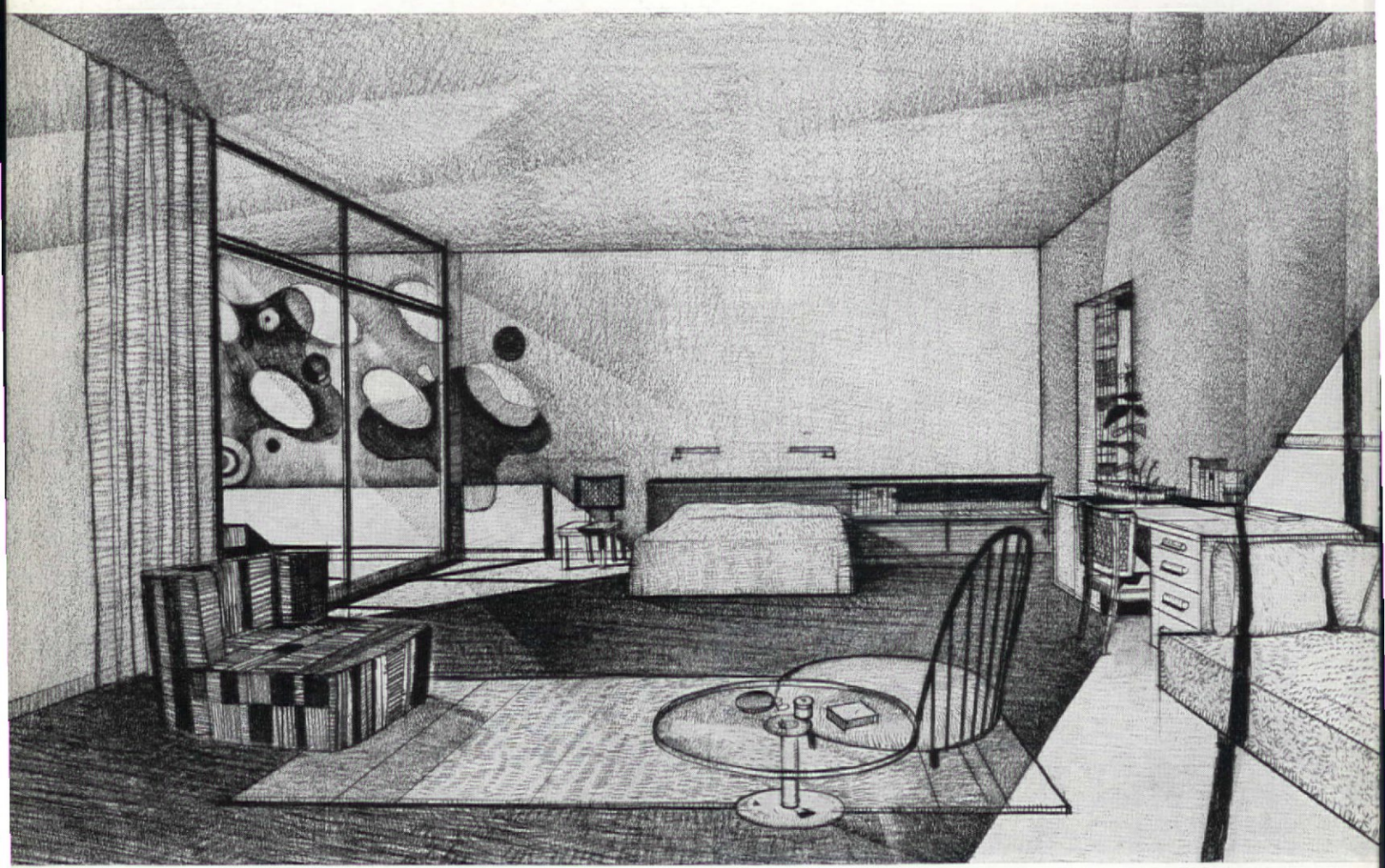
DESIGNED FOR THE ARCHITECTURAL FORUM

ERNEST BORN, the outstanding American architectural delineator, combines other talents, no less remarkable, with his extraordinary ability to draw. Primarily an architect, and now practicing in San Francisco, he has made a reputation as a mural painter, water-colorist, and lithographer, and is an authority on typography and layout. Born in San Francisco in 1898, he studied architecture at the University of California, traveled abroad, came to New York in 1928. Here he worked in a number of architects' offices, redesigned the formats of architectural publications, was an associate editor of THE ARCHITECTURAL FORUM until his return to the West Coast in 1936. Presented with the problem of a bedroom with indoor and outdoor sleeping facilities, he worked out the plan of the entire house with characteristic thoroughness, and presented his solution in the series of masterly drawings shown on this and the following pages.



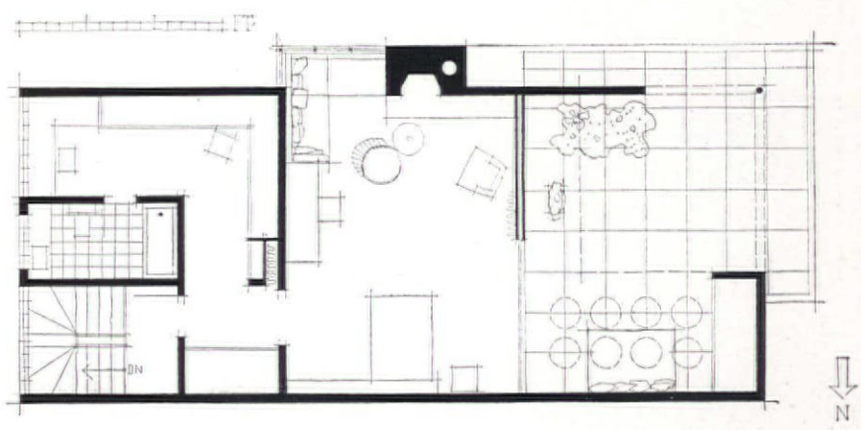


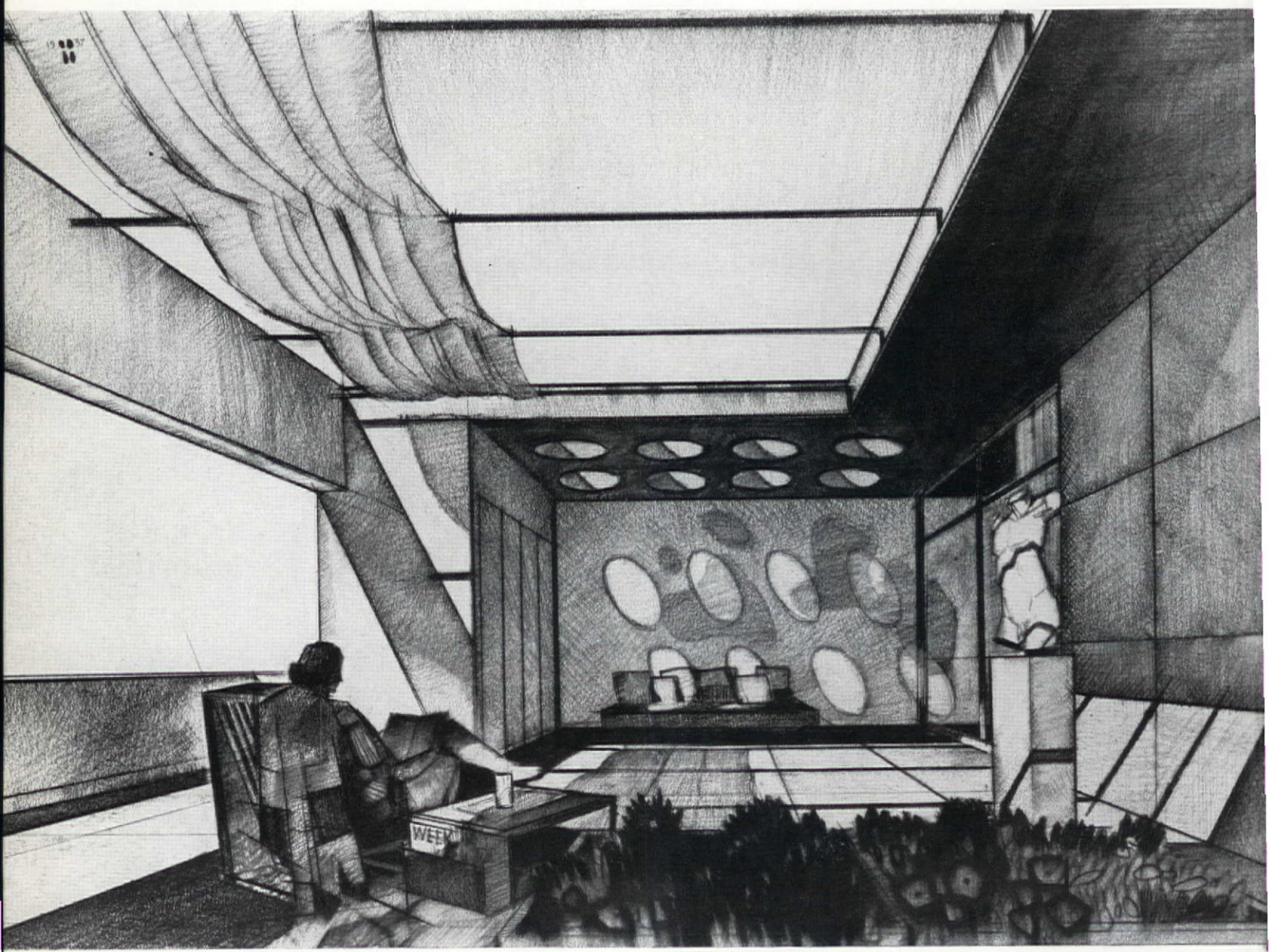




DESIGNED BY ERNEST BORN

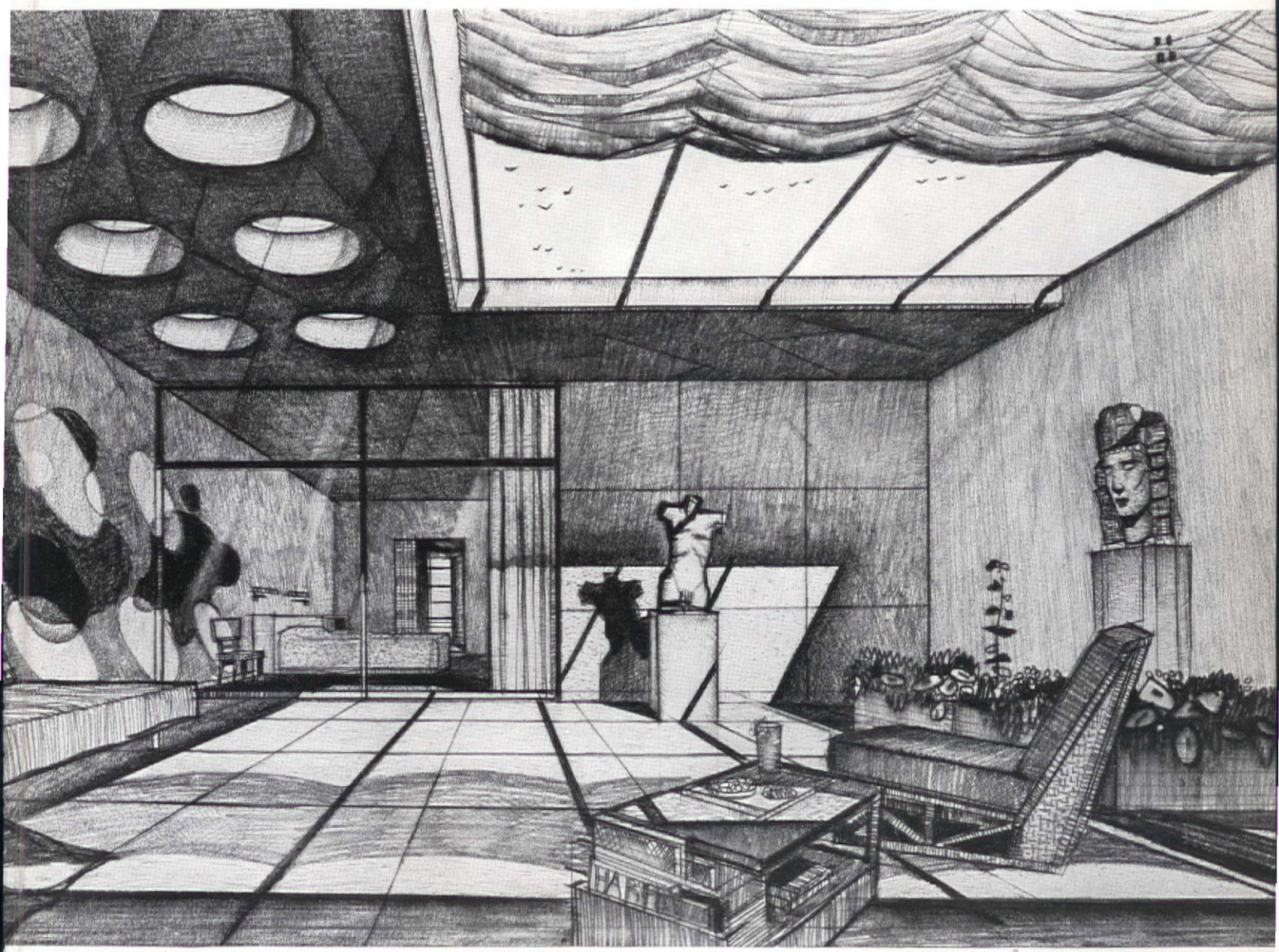
The plan shows a second floor with one bedroom, a dressing room, and bath. The great wall of glass slides into a pocket so that the room can be opened to the fullest extent when desired. On the terrace is a closet for porch furniture. The shelter over the porch bed (facing page, top illustration) has large holes covered with plate glass. The objective, as stated by the architect, was "simply to bring the bedroom into a finer relationship with the terrace than is usually achieved by simply incorporating a deck area adjacent to the bedroom. The bedroom thus has its usefulness extended to its complementary part. In a sense the bedroom concept is revised and the bedroom becomes broken down into two parts, one indoor, one outdoor."

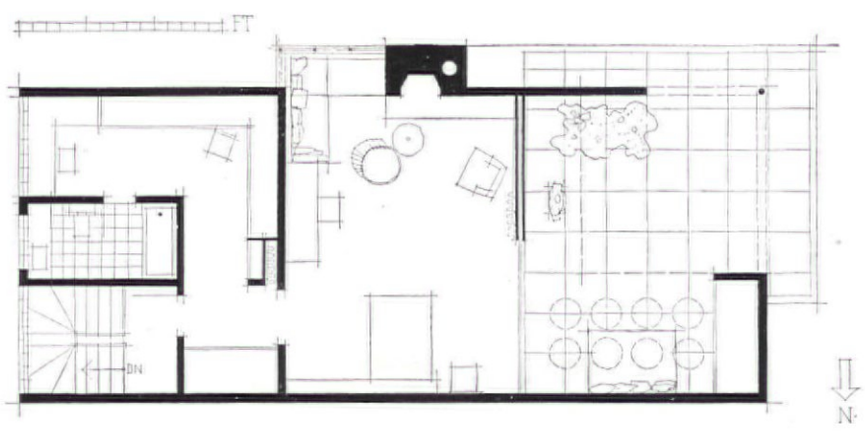




Two views of the terrace. Mr. Born comments: "I have purposely introduced sculpture into the terrace scheme. Many people would buy sculpture instead of painting if they knew what to do with it. Efforts to sell garden sculpture end nowhere since most sculpture looks lost outdoors and indoors it is almost as difficult to use. Certainly it requires, for most purposes, an architectural background, and the terrace (which is virtually a roofless room) seemed to afford a happy place to use sculpture. Here a certain 'outdoorness' of scale-requirement is satisfied at the same time that a certain intimacy of architectural associationship is achieved."

DESIGNED BY ERNEST BORN





The range of possible treatments of a room as simple as a bedroom, considered independently of style, is indicated by these two examples. At the right, an interior in the peasant manner, executed in wood and plaster, with stencil designs by Dorothy MacKnight. Below, a formal room with a suggestion of Chinese inspiration, designed to also serve as a sitting room.



Harold H. Costain

CHARLES LEE NUTT, ARCHITECT
W. & J. SLOANE, DECORATORS

C. NORRIS, DESIGNER

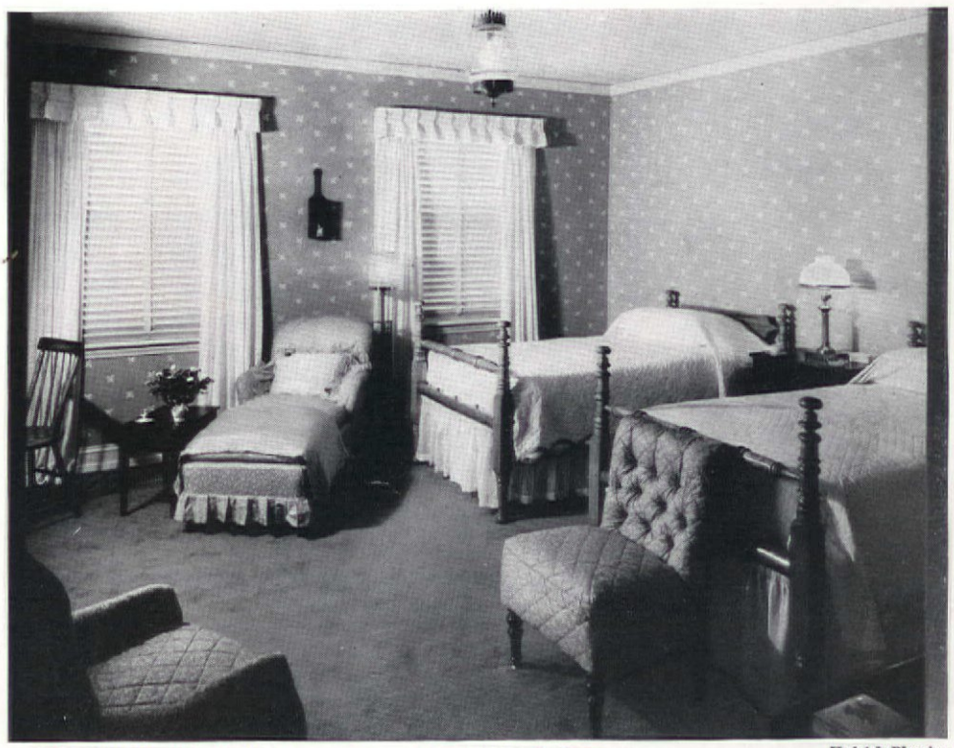


Venetian blinds, Columbia Mills; curtains, natural color, Cheney Bros.; floor covering, mahogany color, Congoleum-Nairn Inc.; woodwork, bamboo, Charles Demarest, Inc.; walls, warm brown; ceiling, lighter brown; lamp and chair seats, natural leather; bed and table, designed by Carl Norris, P. Nathan & Sons; rug, Frances Miller, Inc.; glass accessories, Steuben Glass Inc.; Chinese accessories, blue; chair, Baker Furniture Co.



BEVERLY AND VALENTINE, DECORATORS

Hedrich-Blessing



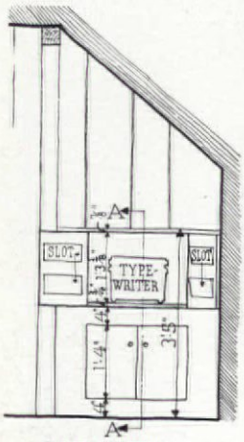
BENJAMIN MARSHALL CO., ARCHITECTS

Hedrich-Blessing

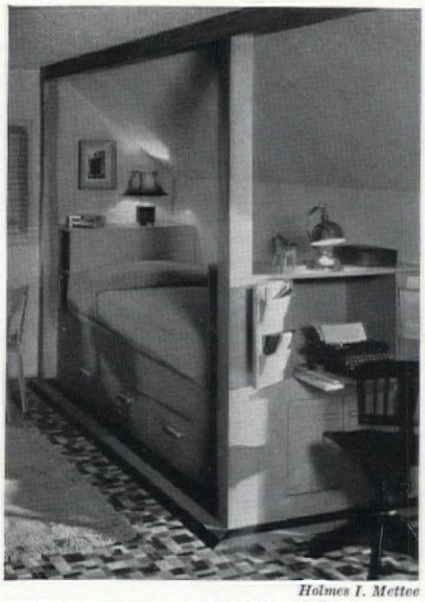


Three bedrooms, varying in the degree to which stylistic precedent has been followed. Top, a model room in a Chicago apartment; middle, room executed in light tones of ivory, sand, gray, and fawn; bottom, bed-sitting room, assembled for display, furnished by Manor House.

THE MANOR HOUSE



ELEVATION



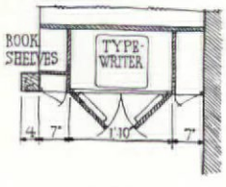
Holmes I. Mettee

HAZEL DELL BROWN, DESIGNER

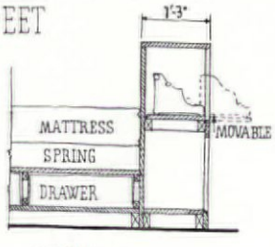


EDWIN R. CLOSS, ARCHITECT

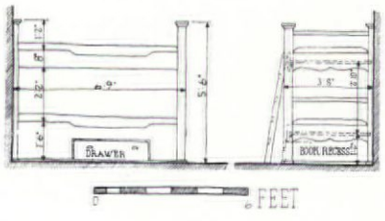
0 4 FEET



PLAN



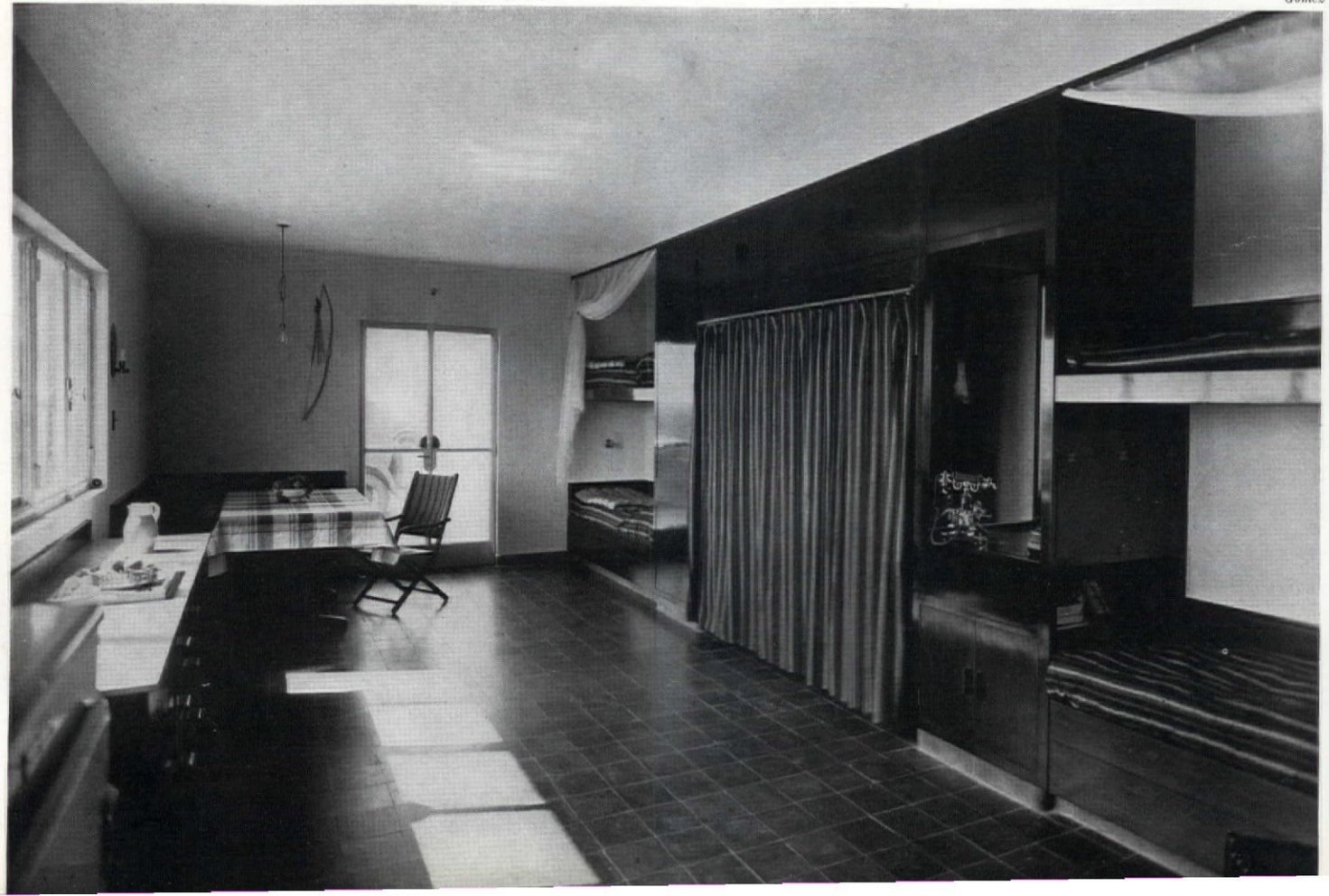
SECT. A-A



The built-in bed is one solution to the problem of limited sleeping space, particularly when the double deck bunk is used. One advantage of this type is that considerable storage space may be gained by incorporating drawers or cabinets in the bed design. Above, left, a model attic room, with desk built into the end of the bed; right, a boy's room with accommodations for four; below, a week-end house near Buenos Aires.

ANTONIO U. VILAR, ARCHITECT

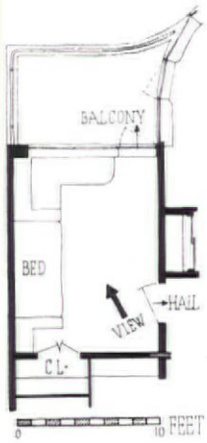
Gomez



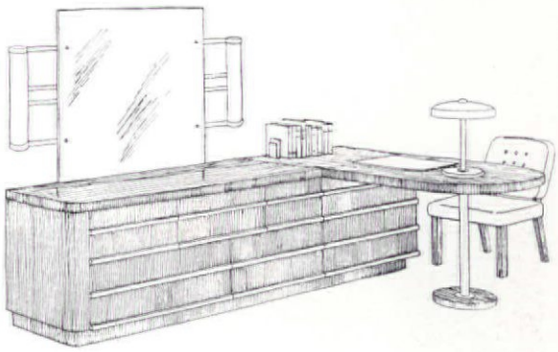


Floor covering, white linoleum; rugs, white sheep's wool; curtains, white chenille cellophane; walls, white and blue painted plaster; lighting, bed reading brackets, standing lamp.

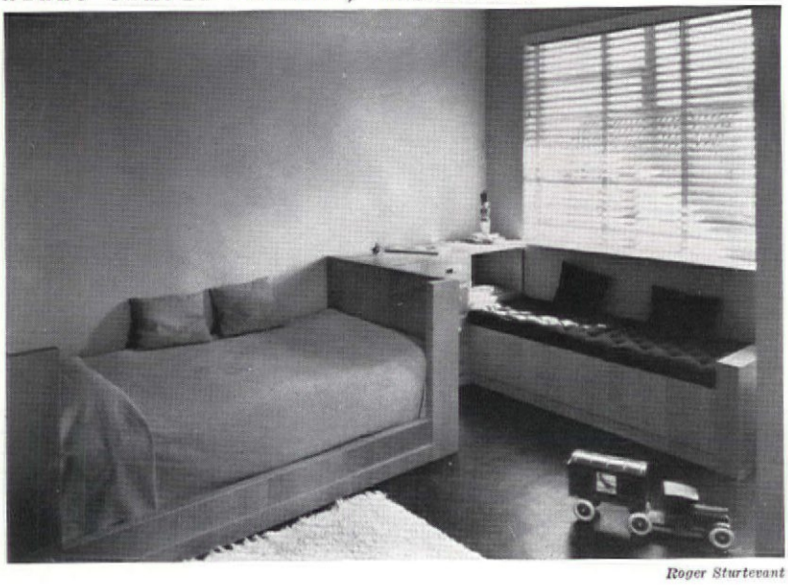
DONALD DESKEY, DESIGNER EDWARD D. STONE, ARCHITECT



Above, master bedroom with mirrored wall placed to emphasize the open fenestration. Light tones throughout accentuate the openness of the design. Below, two arrangements which permit the use of the bedroom as a sitting room or study during the day. The drawing shows the built-in desk and bureaus which occupy the other end of the room shown at bottom right.

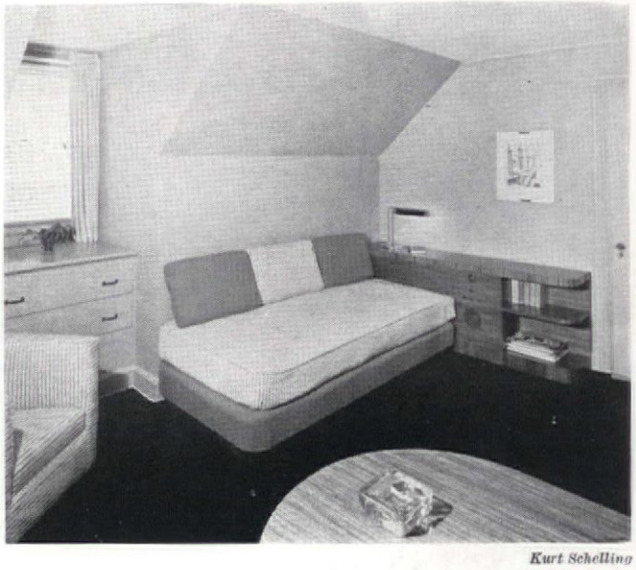


HENRY TEMPLE HOWARD, ARCHITECT

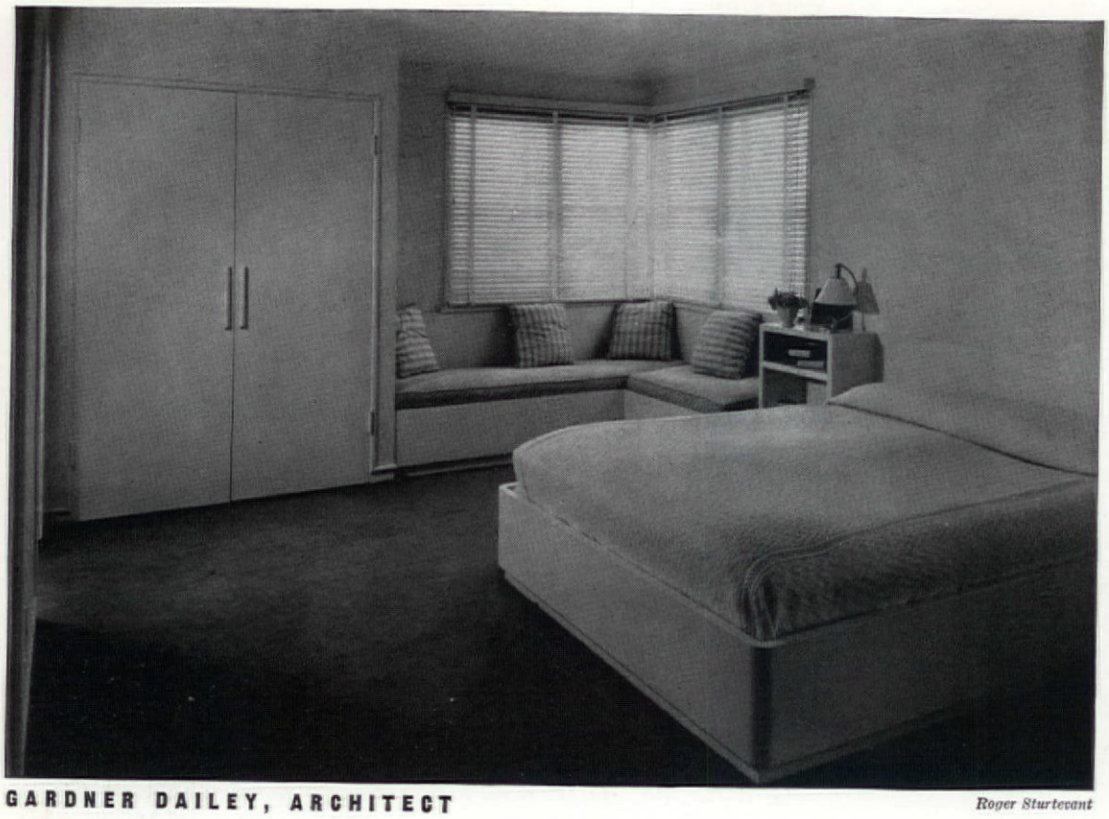


Roger Sturtevant

ROBERT HELLER, DESIGNER



Kurt Schelling



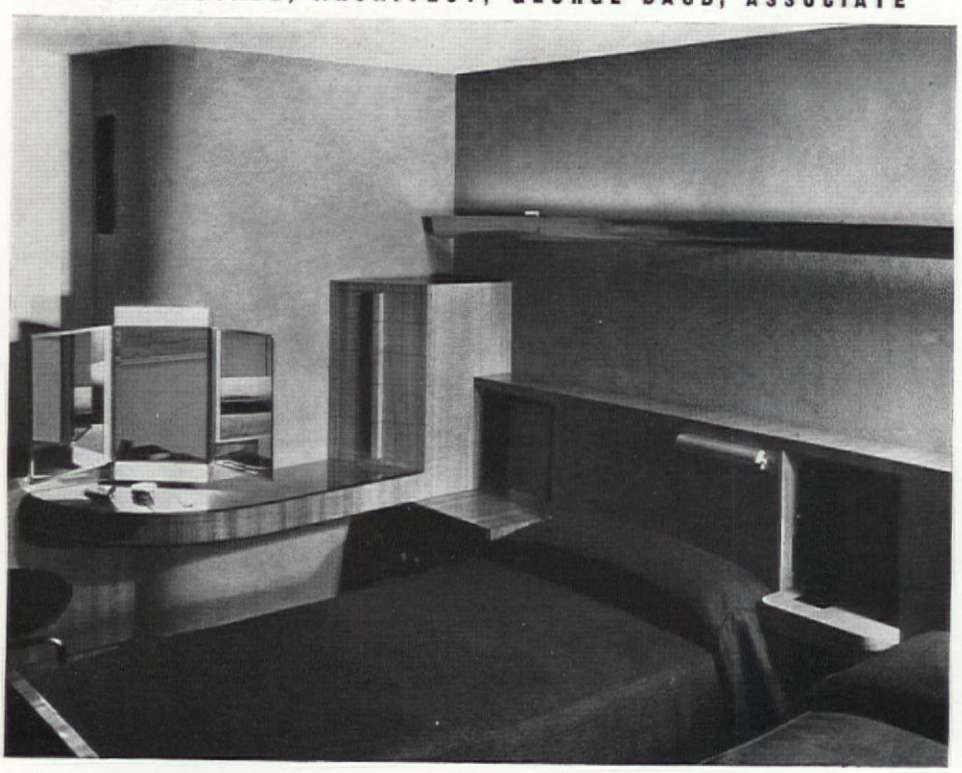
GARDNER DAILEY, ARCHITECT

Roger Sturtevant

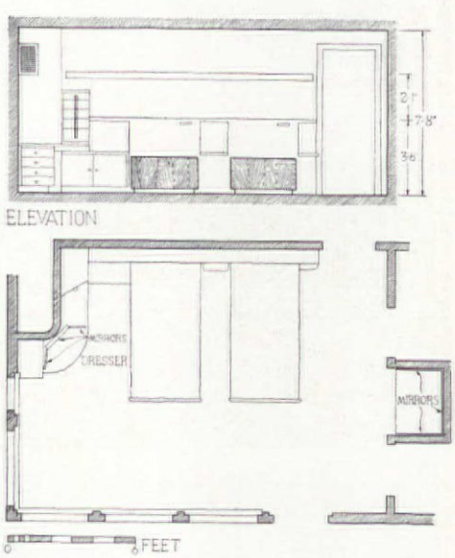
Venetian blinds, Rolscreen Co.; woodwork, off-white; wall covering, wallpaper; bed, bed tables, and window seat built in.

Above, an interior which fully answers the arguments of tradition-minded designers who claim that modern is incompatible with graciousness. A scheme of the utmost simplicity has been followed in the arrangement of elements, in color, and in the details. Below, a built-in bed back, chest of drawers, shelves, and a dressing table.

WILLIAM LESCAZE, ARCHITECT, GEORGE DAUB, ASSOCIATE



Imandt



Walls light gray and white; ceiling white; wood, Yuba; lighting trough of satin finish aluminum, alumilited, bed light the same; bed covers, blue wool fabric; dressing table mirror with indirect self lighting. Furniture designed by the architects, executed by the Zerman Acme Woodworking Co.



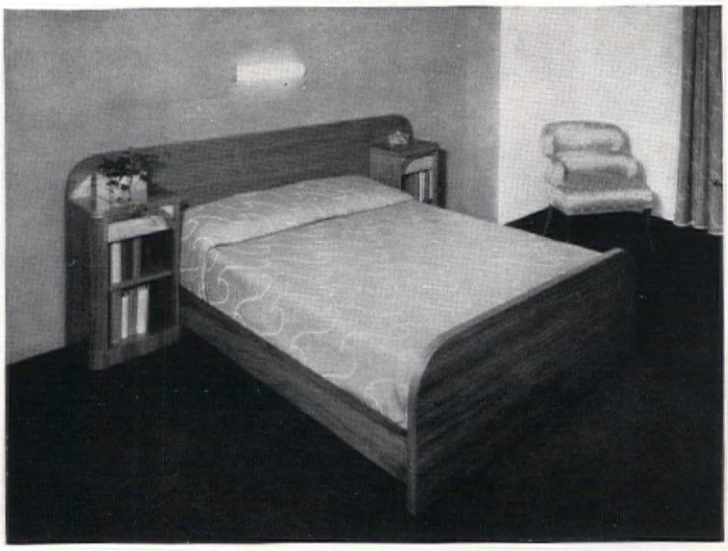












Photo 3, Randt

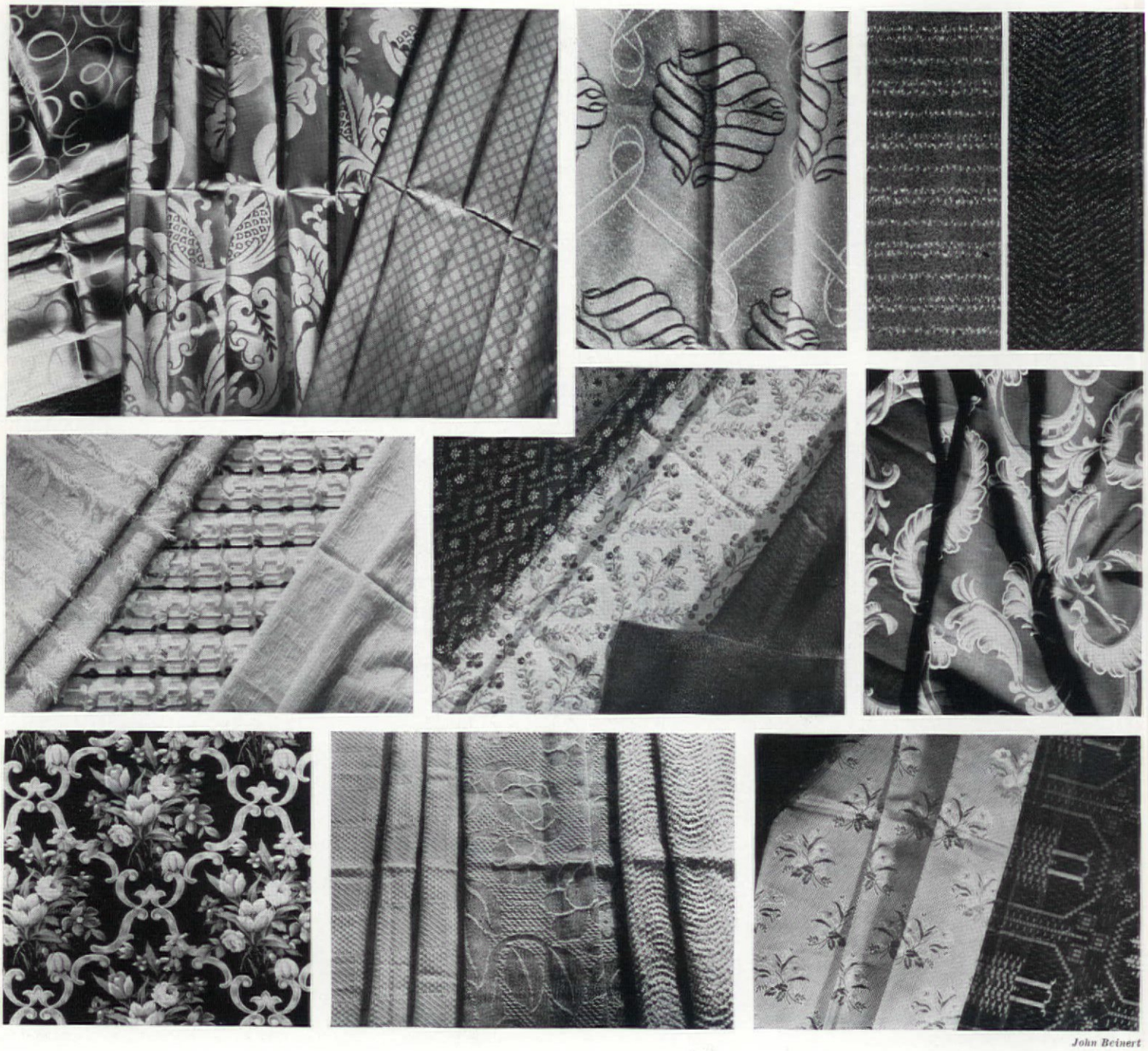
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1—American Modern bedroom suite in maple. Nos. 3510 to 3516. Dresser, $40; mirror, $13; night stand, $15; bed, $33; in red maple finish. In blond finish 10 per cent extra. Designed by Russel Wright. Conant-Ball Co. **2**—Double bed with night stands attached, $84 complete, in walnut or mahogany. Designed by Helen Park for Widdicomb Furn. Co. **3**—Group of metal furniture, in various color combinations. Bed, $29.50; night stand, $19.50; vanity and mirror, $98.50; bench, $13.50; chair, $17.50. Simmons Co. **4**—Suite No. 127 in mahogany. Bed, $43.50; night stand, $19; chest, $78; vanity base, $71.50; mirror, $30.50. Kindel Furn. Co. **5**—Suite No. 41; bed, $55. **6**—Suite No. 46; vanity base, $59.25. Suite No. 25; mirror, $23. **7**—Suite No. 41; night table, $24. All four pieces from Drexel Furn. Co.

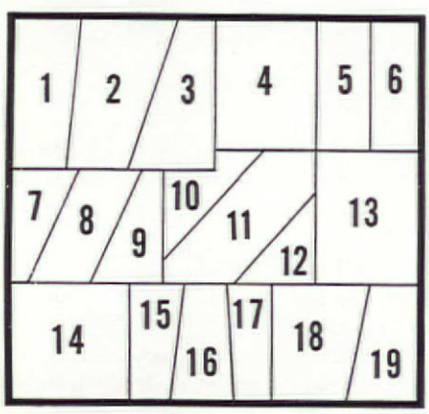


Cellular rubber cushion, molded from liquid latex, for mattresses and upholstery. The upper surface is smooth. Manufactured by both the Dunlop Rubber Co. (Dunlopillo) and the Goodyear Tire & Rubber Co. (Airfoam).

FABRICS

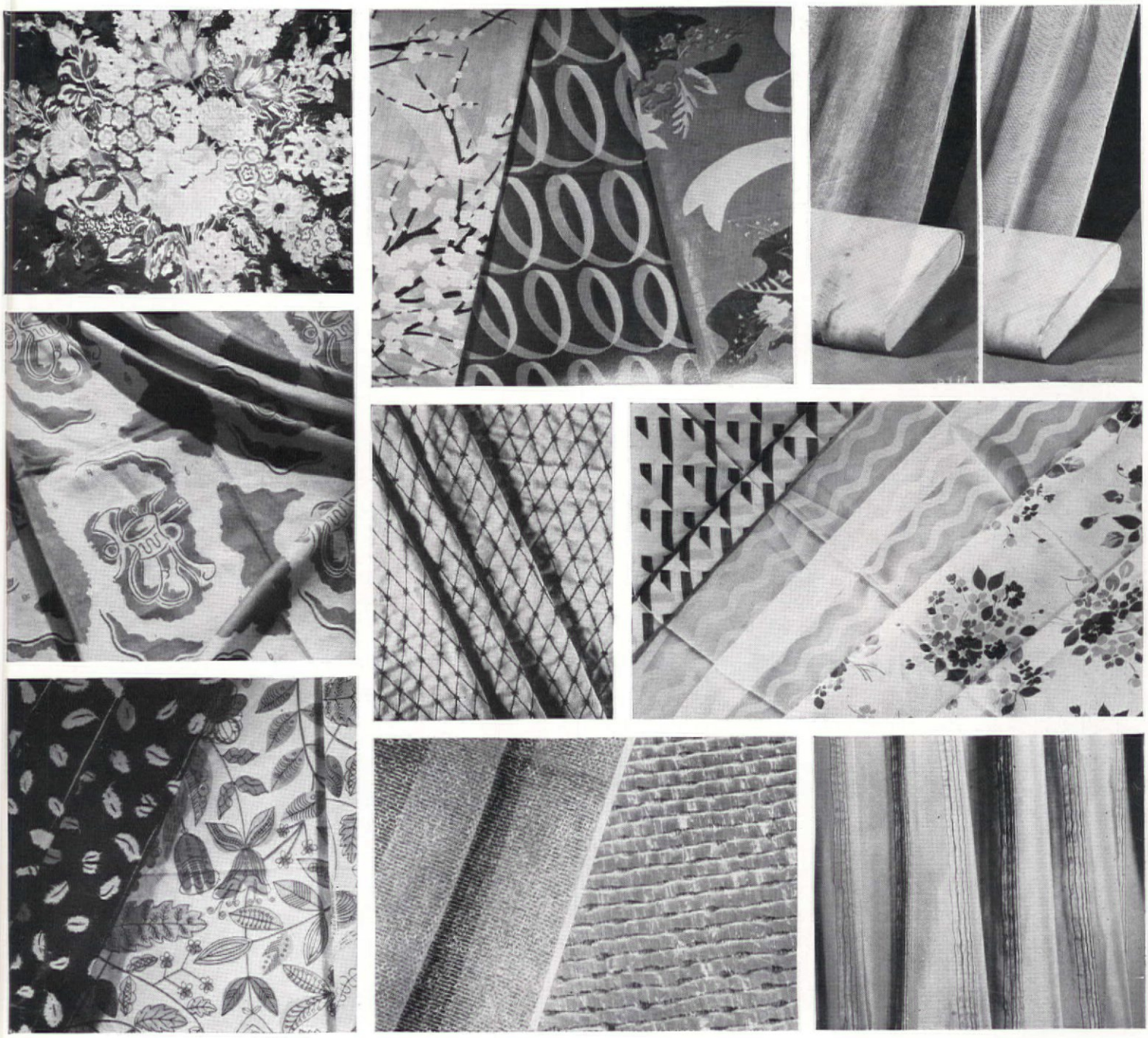


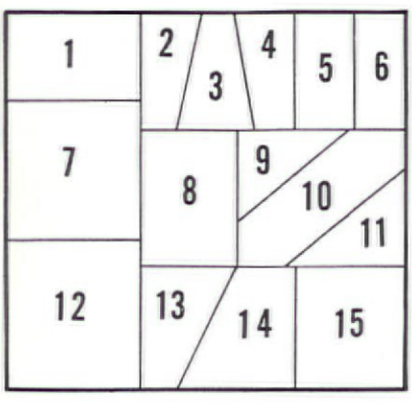
John Beinert



1—Printed satin, No. 897, 38 in., $1.45. **2**—Damask, No. 625, 50 in., $3.30. **3**—Diagonal Lenocel, No. 684, 38 in., $1; or 50 in., $1.65. All these three fabrics from Celanese Corp. **4**—"Cleo," textured damask, 50 in., $9.75. Edinburgh Weavers. **5**—"Kurlikid Velvet," mohair velvet with the pile cut slightly higher than usual, 54 in., $6. Collins and Aikman Corp. **6**—"Rhythm," a new Velmo fabric in a combination of yarns, 54 in. L. C. Chase & Co., Inc. **7**—Barbiche, No. 36384, $7.15. F. Schumacher and Co. **8**—No. 90579, 48 in., $1.80. Witcombe McGeachin & Co., Inc. **9**—Mock linen, No. 13093, 36 in., 75 cents. Greef Co., Inc. **10**—Tapestry, No. 8308, 54 in., $4. **11**—Ecru-needlepoint tapestry, No. 8160, 54 in., $6.50. Both these fabrics from Stead & Miller Co. **12**—"Coptic," Fieldcrest No. 35-3405, 50 in., all spun rayon, $3.50. Marshall Field & Co. **13**—Printed mohair, 50 in., $2.50. Desley Fabrics Co. **14**—"Croydon," printed mohair, 50 in. L. C. Chase & Co., Inc. **15**—"Berkeley Square," rayon and cotton mixture, No. 80808, 54 in., $3.75. Ronald Grose, Inc. **16**—Damask, No. 36519, 49 in., $5.65. **17**—Textured fabric, No. 36850, 49 in., $4.50. Both these fabrics from F. Schumacher and Co. **18**—Brocade, No. 17989, 50 in., $8.25. J. H. Thorp & Co., Inc. **19**—Brocade, No. 5932, 50 in., $5.65. Cheney Bros.

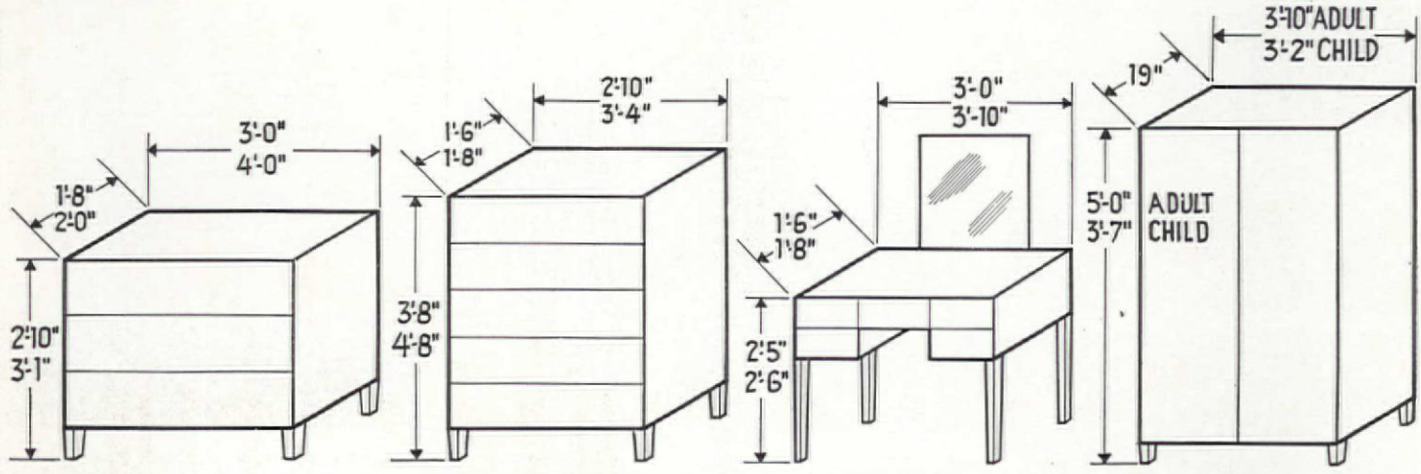
All these fabrics can be obtained in a variety of color combinations.



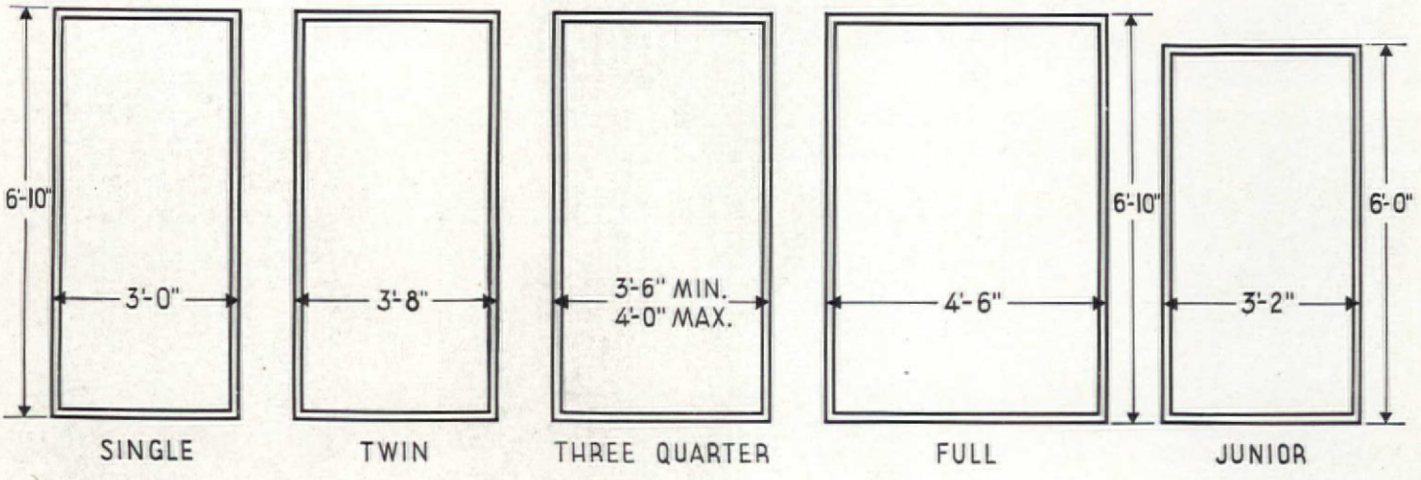


1—"Flowers in Sunlight," chintz, No. 10891, 36 in., $4.20. Howard and Schaffer, Inc. **2**—Chintz, No. 1670, 50 in. $3.90. Kent-Bragaline, Inc. **3**—Chintz, No. 8901, 50 in., $1.20. S. M. Hexter Co. **4**—Chintz, No. 1825, 50 in., $3.90. Kent-Bragaline, Inc. **5**—Theatrical gauze, 35 in., 17 cents. **6**—Cable net, 38 in., 21 cents. Both these from Sears, Roebuck and Co. **7**—Hand-blocked linen designed by Douglas Davidson, 50 in., $9.75. Dan Cooper, Inc. **8**—Embroidered crash, No. 12128, 36 in., $1.05. Witcombe McGeachin & Co., Inc. **9, 10,** and **11**—Three Ninons Façonnés, 38 in., No. 826, $1.25; No. 536, $1.10; No. 861, $1.25. All from Celanese Corp. **12**—Two chintzes. (left) No. 33800, 48 in., $2. Stroheim & Romann. (right) No. 14855, 31 in., $2.25. J. H. Thorp & Co., Inc. **13** and **14**—Cellophane material (shown close-up in 14), No. 280315, 35 in., $1.30. F. Schumacher and Co. **15**—"Floradora," a tucked cloth in rayon and cotton, 50 in., $2. Desley Fabrics Co.

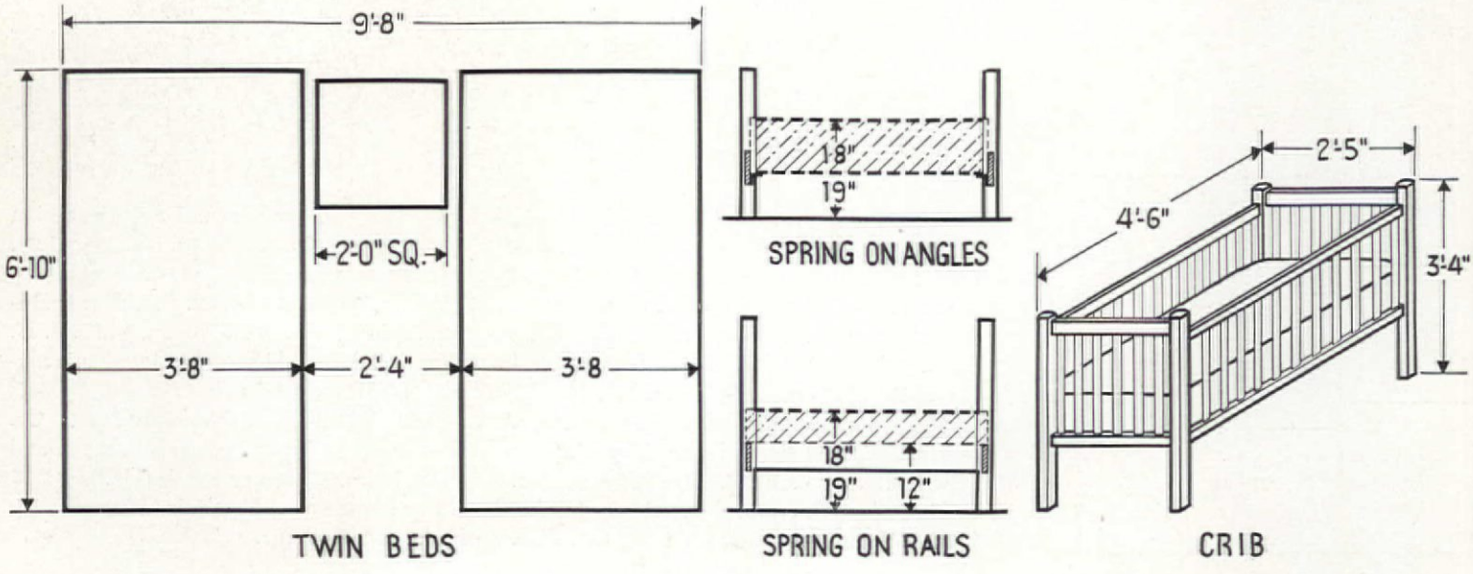
All these fabrics can be obtained in a variety of color combinations.



BEDROOM FURNITURE SIZES



BED SIZES

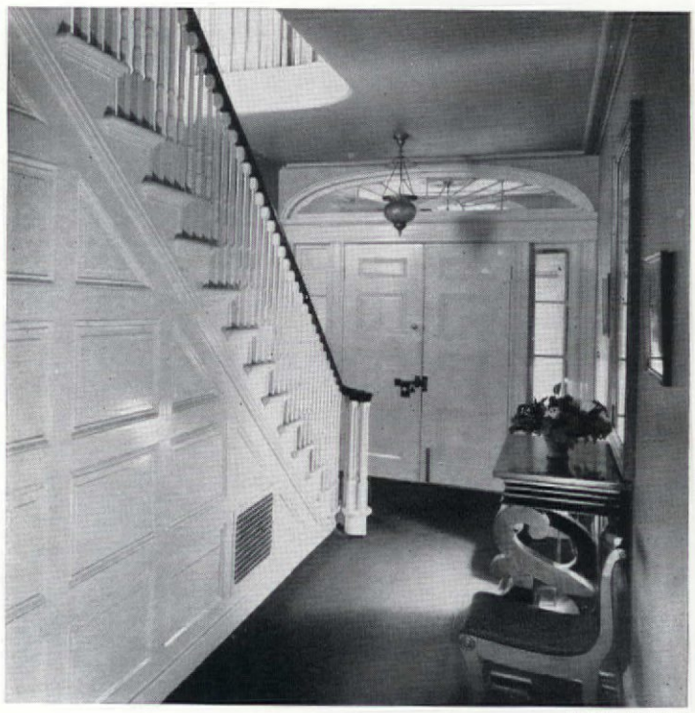


CIRCULATION



Byron Co.

This stair hall in a Philadelphia residence, built about 1826, illustrates a common type of hall interior in houses where more than a minimum of space is available for circulation. Worthy of study is the relation between the stair paneling and that at the entrance.

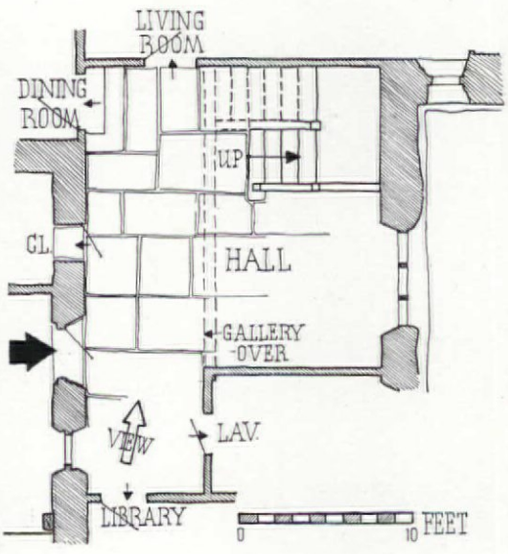


C. V. D. Hubbard

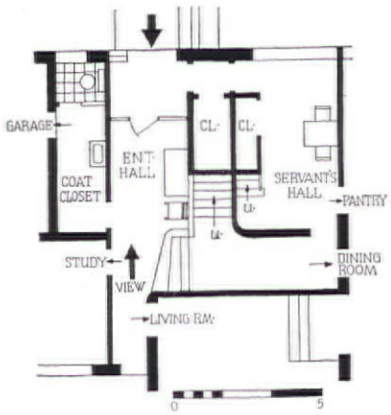
H. E. WOODSEND, ARCHITECT



George Van Anda



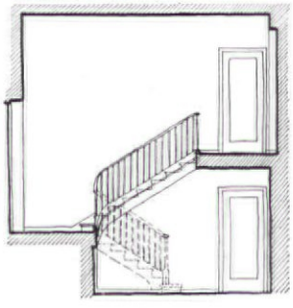
A rather heavily antiqued treatment, handled with considerable vigor and directness. Floor, worn flagstones; furniture, antique pieces; stair, old oak taken from barns, warm gray in color; rug, a red and green floral pattern on a black background.



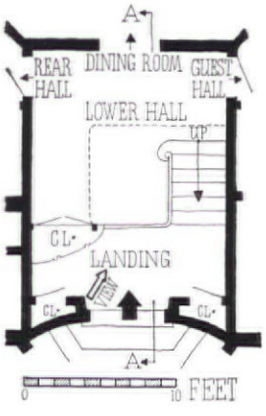


HOWE & LESCAZE, ARCHITECTS

Above, a plan and photograph showing the entrance hall in the residence for the headmaster, Dartington Hall, England. The solid stair rail preserves the smooth wall surface, an effect which is emphasized by the door treatment, a glass screen which does not interrupt the flow of walls or ceiling.



SECTION A-A

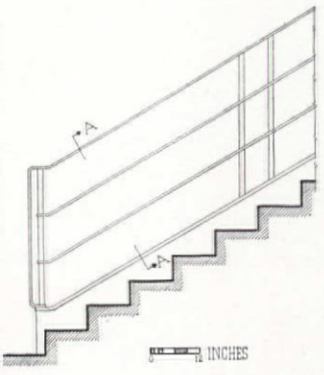


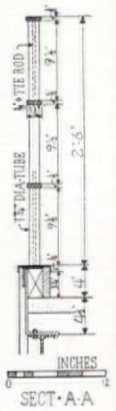
WILLIAM WILSON WURSTER, ARCHITECT



Stair hall in a house in Stockton, California, with an intermediate landing which forms the ceiling of the entrance vestibule. Excellent, unpretentious railing. Stair treads, Philippine mahogany; walls, sand finish plaster; trim, Douglas fir.





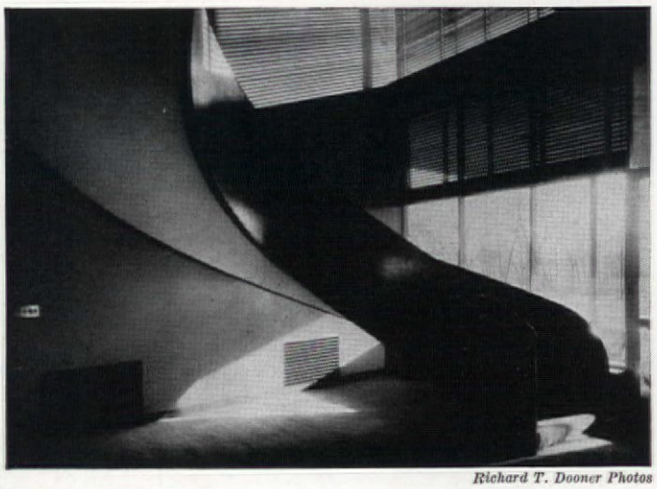


EDWARD STONE, ARCHITECT

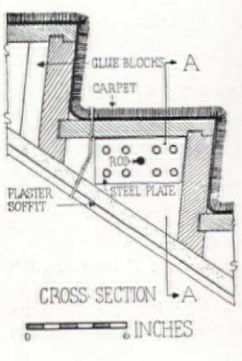
Two versions of the "luxury" stair, unhampered by stringent cost limitations. Above, a residence, where straight runs in a large hall extend the open plan to three dimensions. Below, an unusual curved, self-supporting stair of wood.

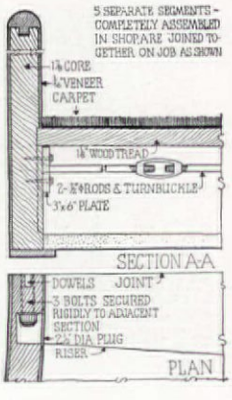
GEORGE HOWE, ARCHITECT

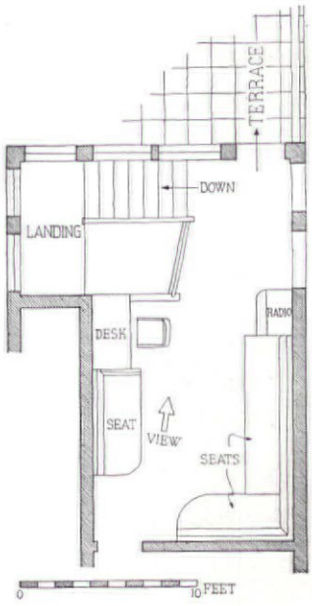




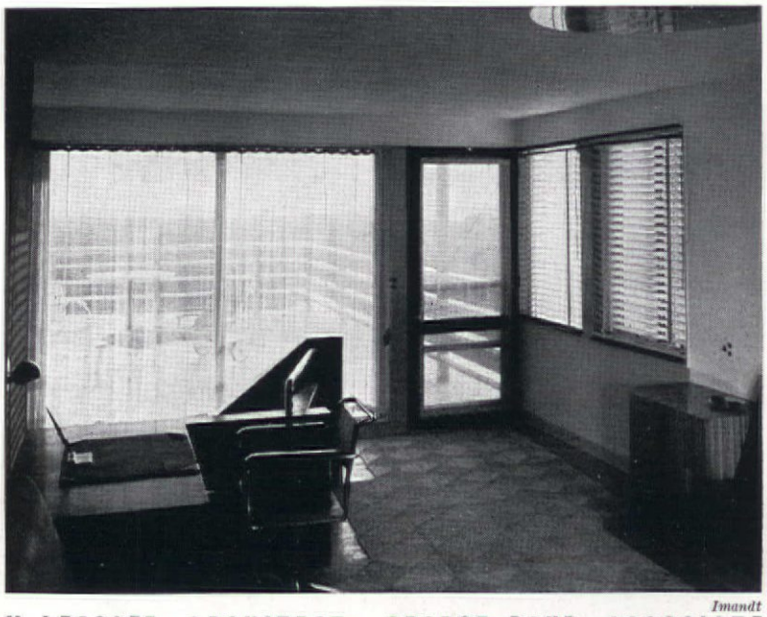
Richard T. Dooner Photos







Walls front and right, light gray; left wall, dark blue; chair, tubular steel with gray lacquer seat and fabric back; settee on extreme right, dark blue leather; venetian blinds, light gray; carpet, natural color grass; curtains, natural color netting; wood for desk and cabinet, Philippine mahogany.

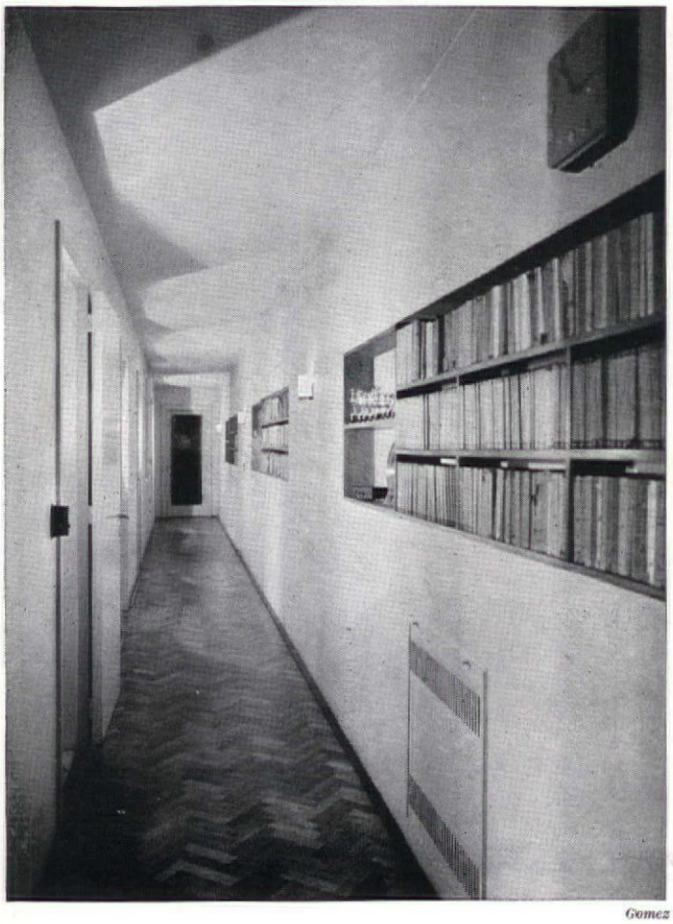


Imandt

WILLIAM LESCAZE, ARCHITECT; GEORGE DAUB, ASSOCIATE

Three unusual treatments of elements of circulation. Above, the top floor living room of a seaside house at Harvey Cedars, N. J., in which the end of the room shown also functions as stair hall. Below, left, the hall of an apartment in Buenos Aires whose appearance of excessive length has been somewhat mitigated by the introduction of book shelves and recesses for decorative objects at regular intervals. Bottom right, a narrow hall in a country house in England whose problems have been solved with great skill. The large mirror doubles the apparent width, an illusion aided by the barrier created by the beautifully designed cabinets and radiator grilles. A carefully selected rug gives additional interest to the space.

PAUL J. ALVAREZ, ARCHITECT



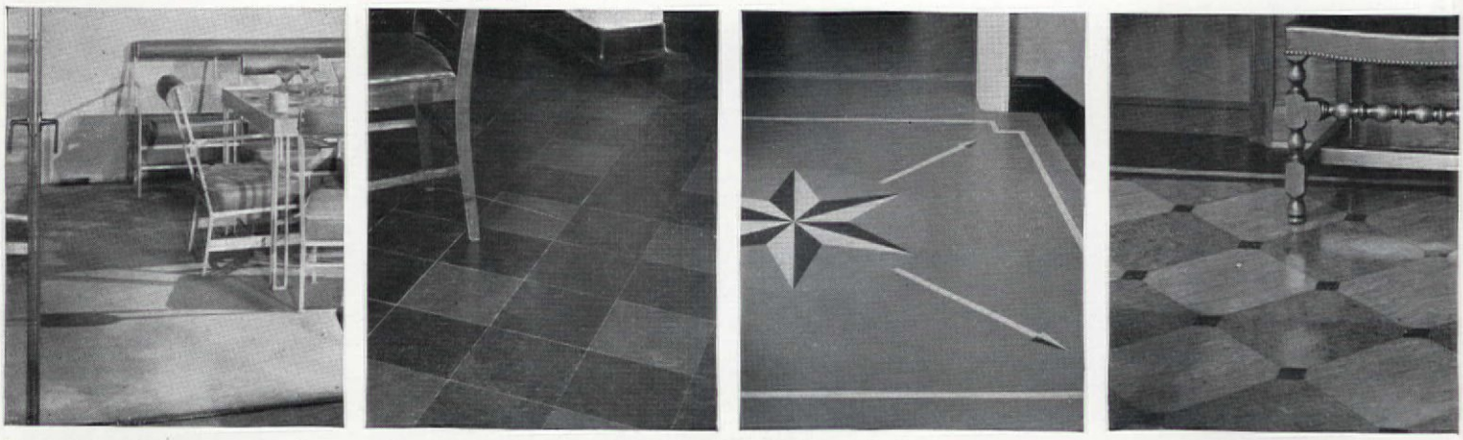
Gomez

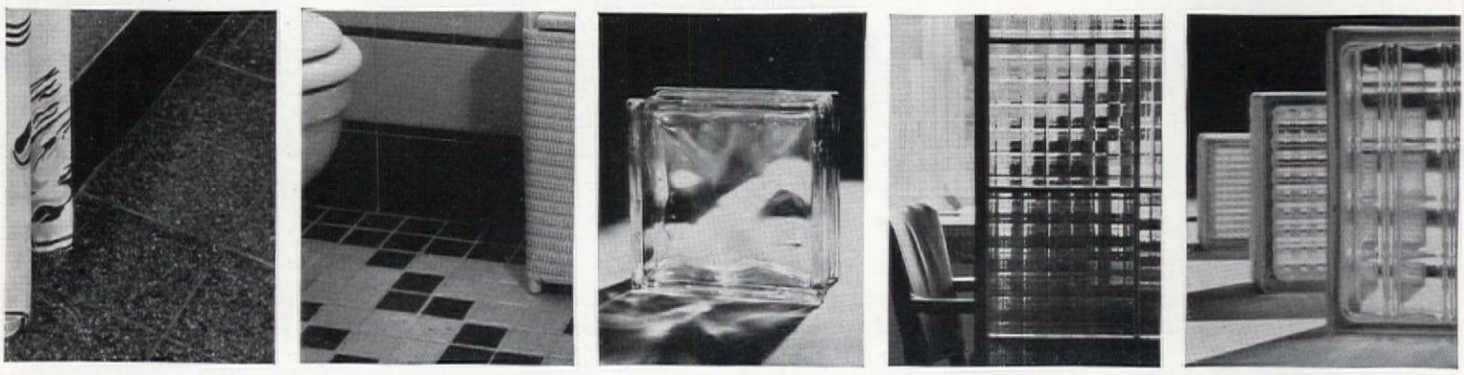
E. MENDELSOHN & S. CHERMAYEFF, ARCHITECTS



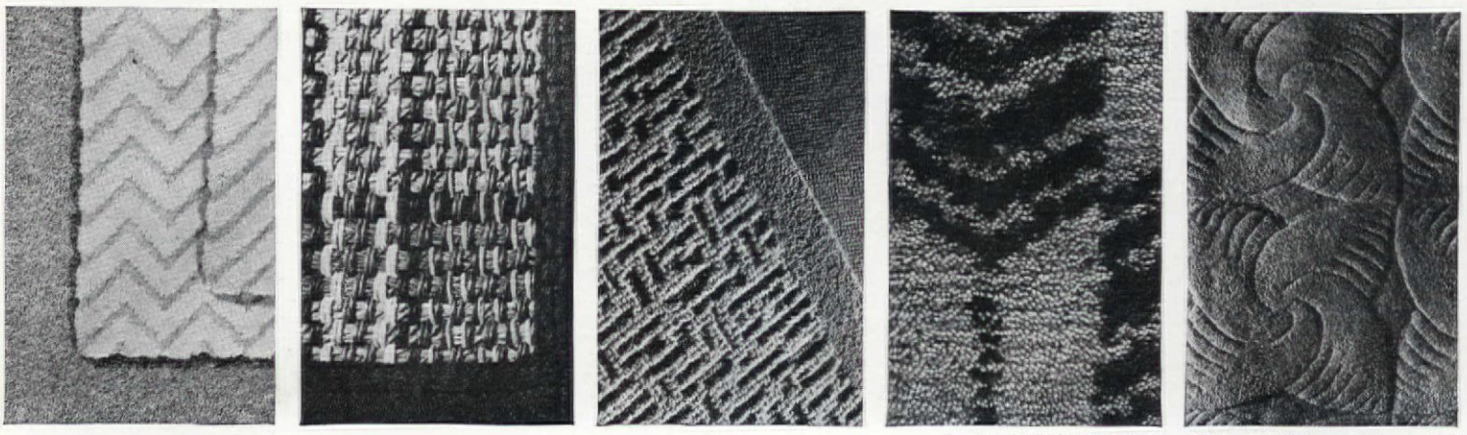
Dell & Wainwright

WALL AND FLOOR COVERINGS





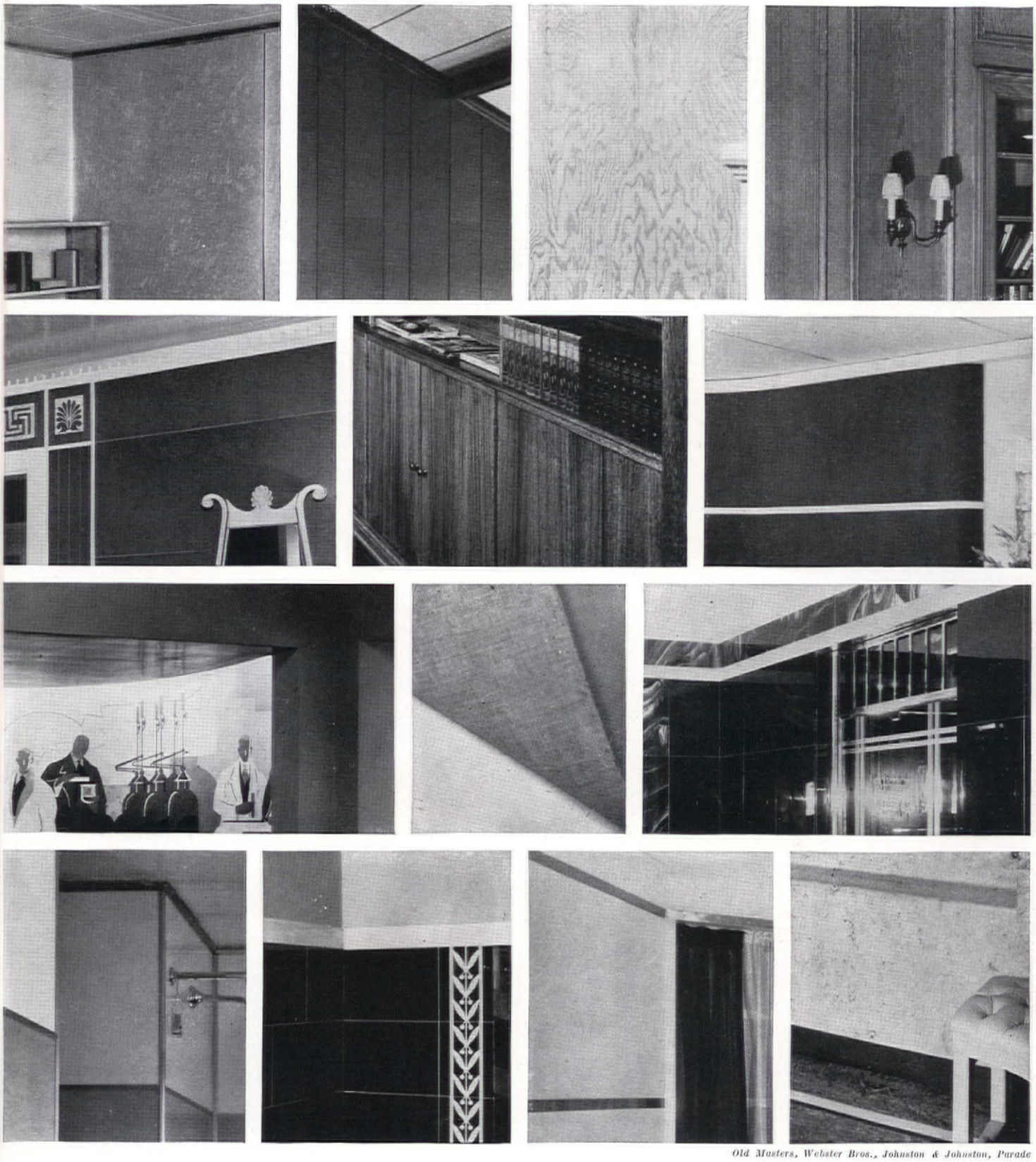




Donahue, Herlick, McSandbridge, Schutz, Old Masters, Lincoln, Beinert

1	2	3	4	
5	6	7	8	9
10	11	12	13	
14	15	16	17	18

1—Floor of white linoleum. Sloane-Blabon Corp. **2**—Asphalt tile flooring. Johns-Manville. **3**—Linoleum floor with color inlays. Armstrong Cork Products Co. **4**—Rubber tile. Goodyear Tire & Rubber Co. **5**—Hubbellite cement tile. H. H. Robertson Co. **6**—Ceramic tile wall and floor. Tile Manufacturers Assn. **7**—New type Pittsburgh-Corning glass block, "Wavey." **8**—Section of "Steelglass" screen. Modern Glass Construction Co. **9**—Three of many glass block patterns. Owens-Illinois Glass Co. **10**—"Parkay," pre-finished hardwood flooring. Wood Mosaic Co. **11**—Unit wood blocks. E. L. Bruce Co. **12**—Wool tufted rug. Waite Carpet Co. **13**—Special Axminster. Alexander Smith & Sons Carpet Co. **14**—Three new chenille designs. Firth Carpet Co. **15**—A combination of grass and fiber yarns. Deltox Rug Co. **16**—Looptuft, a Lokweave Broadloom. Bigelow-Sanford Carpet Co., Inc. **17**—Wool tufted linen rug. Klearflax Linen Looms, Inc. **18**—Sculptured wool rug. Creative Textiles, Inc.

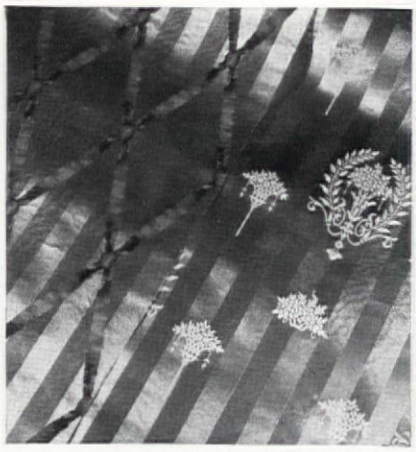


Old Masters, Webster Bros., Johnston & Johnston, Parade

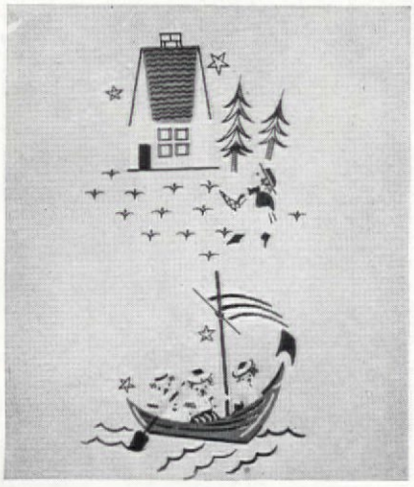
1	2	3	4
5	6	7	
8	9	10	
11	12	13	14

1—Walls of asbestos flexboard. Johns-Manville. **2**—Walls and ceiling of Temlok de Luxe. Armstrong Cork Products Co. **3**—¼ in. fir plywood for walls or floors. Douglas Fir Plywood Assn. **4**—Flat cut oak panels of Flexwood. Flexwood Division of U.S. Plywood Co., Inc. **5**—Masonite for walls and ceiling. Masonite Corp. **6**—Finely-grained solid wood. Philippine Mahogany Manufacturers' Import Assn. **7**—Special light-grade carpet as a wall covering. Mohawk Carpet Co. **8**—Rubber wall covering of various colors inlaid to form a mural. Goodyear Tire and Rubber Co. **9**—Close-up of Wall-Tex fabric. Used for surface or as lining. Columbus Coated Fabrics. **10**—Vitrolite. Black panels combined with lines of color. Libbey-Owens-Ford Glass Co. **11**—Plastic-finished bonded metal wall paneling. H. H. Robertson Co. **12**—Carrara structural glass. Pittsburgh Plate Glass Co. **13**—Formica panels with horizontal fastening strips. The Formica Insulation Co. **14**—Sealex linoleum used for floor and walls. Congoleum-Nairn, Inc.

WALLPAPER















John Adams Davis, John Beinert

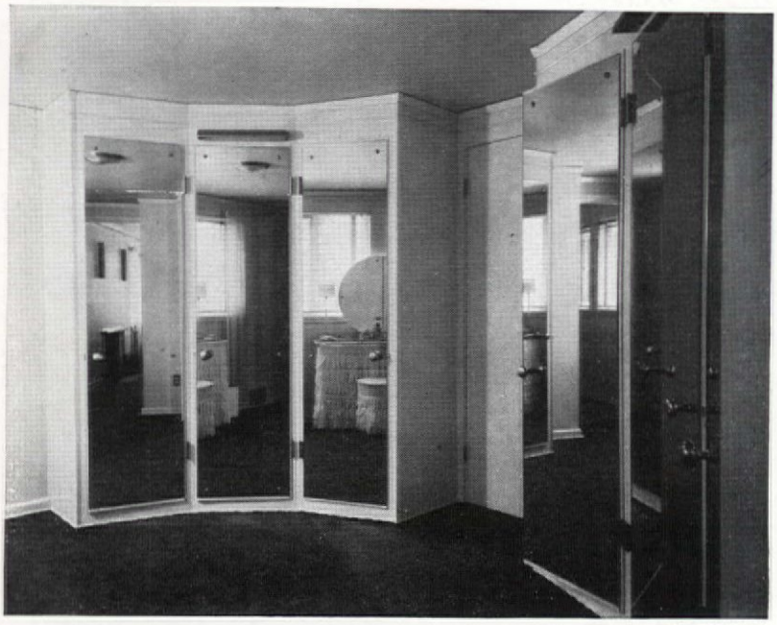
1	2	3	4
5	6	7	8
9	10	11	15
12	13	14	16

1—"Marsh Fern," Walcrest No. 2351 BL, 75 cents. Stamford Wall Paper Co. **2**—(Left) "Ribbons," red on silver, No. 5688F, $3.50. (Right) "Meredith," white on silver, No. 5648A, $3.50. M. H. Birge & Sons Co. **3**—(Left) "Ming," No. 15987B, $1.85. (Right) "Brussels Lace," No. T15912B, $1.90. Richard E. Thibaut, Inc. These two papers are not available until Jan. 1, 1938. **4**—"Regent Park," No. 7305, $1.50. Thomas Strahan Co. **5**—No. 1046WA, 90 cents. York Wall Paper Co. **6**—"Winken, Blinken and Nod," No. 15990B, $1.35. **7**—"Tattoo," No. 15111D, $1.15. Both these papers from Richard E. Thibaut, Inc. No. 6 not available until Jan. 1, 1938. **8**—No. 3704, 85 cents. Becker, Smith and Page, Inc. **9**—"Chianti," 75 cents. United Wall Paper Companies, Inc. **10**—"Croquet," No. 13507, $2.25. Katzenbach and Warren, Inc. **11**—"Flora," Glencraft No. 70641, $2. **12**—"Pigeons in the Grass," Glencraft No. 70623, $3.50. **13**—"Pekin," Glencraft No. 80392, $4. **14**—No. 79317, 75 cents. All these four papers from Imperial Paper and Color Corp. **15**—"Mayflower," No. 211WM, 38 cents. J. C. Eisenhart Wall Paper Co. **16**—"Azalea," No. 703B, $1.35. "Duray" paper. Clopay Corp. All these papers can be obtained in a number of different color combinations.

STORAGE and SANITATION

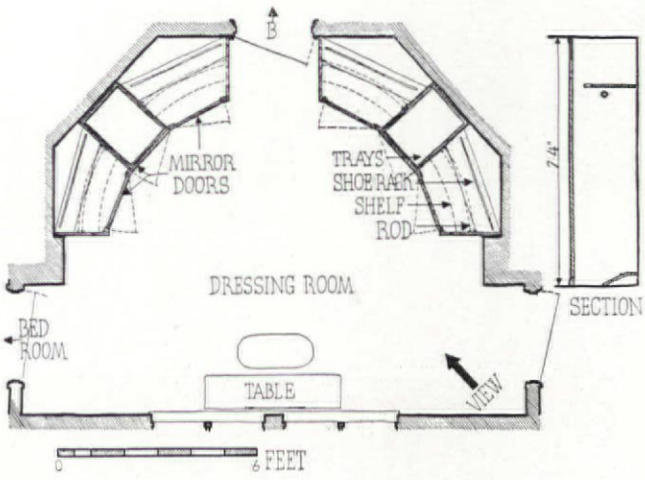
Brown Bros.





Carl F. Waite

HAYS, SIMPSON & HUNSICKER, ARCHITECTS



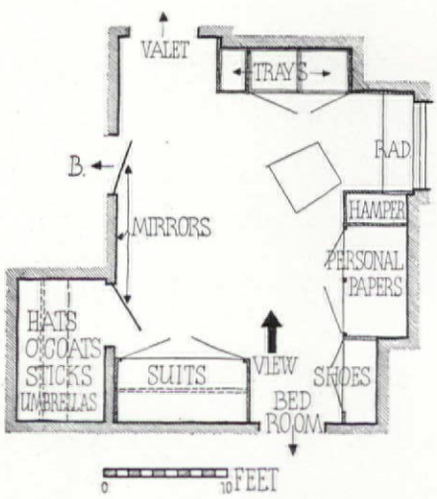
Mirrors, copper-backed, Pittsburgh Plate Glass Co.; hardware, P. & F. Corbin; carpet (russet), Mohawk Mills, Inc.; paint, white and gray, Sherwin-Williams Co.; wallpaper, gray, imported from Sweden; lighting, Fresnal lens, Corning Glass Works.

Dressing rooms, or special storage units, are rapidly moving into the class of necessities. The efficiency of a closet can be doubled by proper provision for the articles it is to contain. On these two pages are four examples, varying widely in cost and manner of treatment.

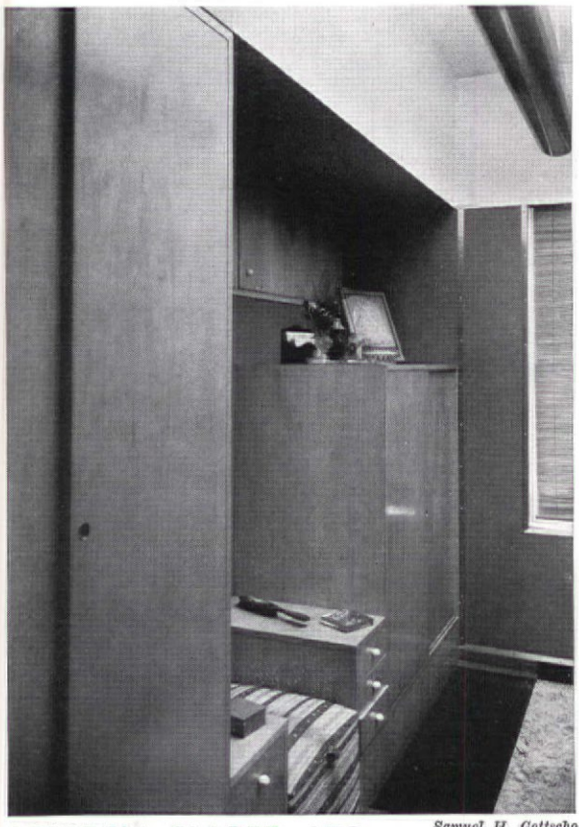
PERCIVAL GOODMAN, ARCHITECT



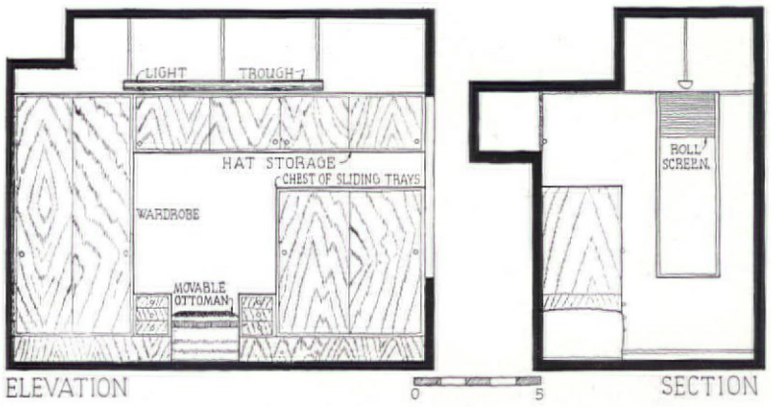
Margaret Bourke-White



Wood, zebra; knobs, green Catalin and chromium; carpet, brown.

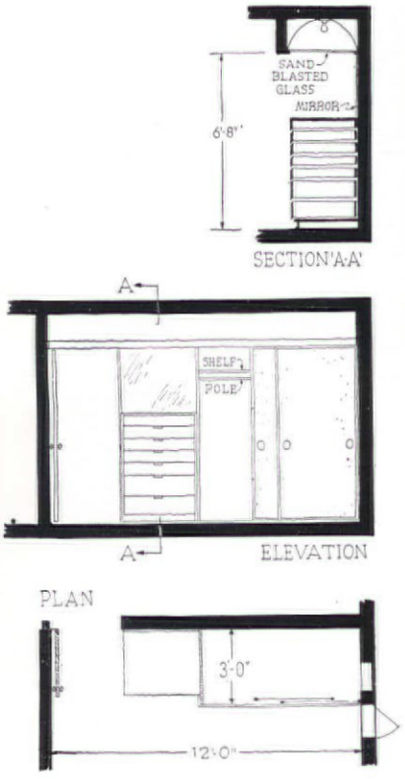


ARUNDELL CLARKE, LTD. *Samuel H. Gottscho*



Two interesting modern treatments, the one above contains cupboards and closets with sliding flush doors. The dressing table, built-in, has been planned so that the seat, when not in use, fits exactly between the two sets of drawers. Below, closet and drawers of unpainted redwood. Lighting panels have been incorporated in the furred-down space, illuminating both the room and closet. Wardrobe doors are of Celotex.

HARWELL HAMILTON HARRIS, DESIGNER



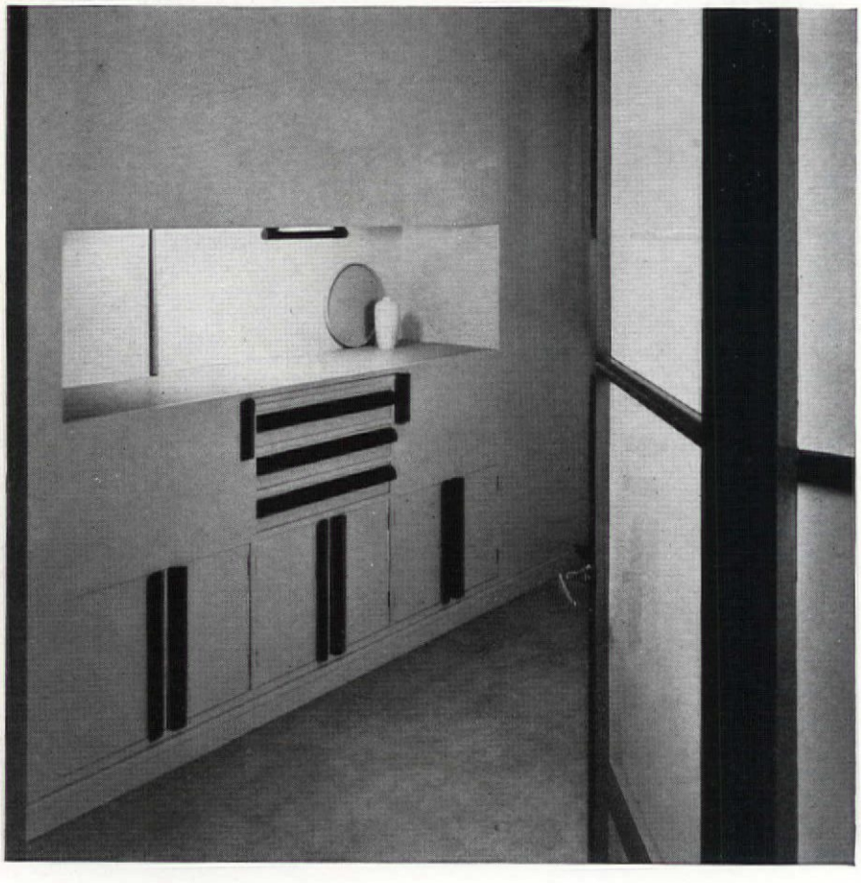


Fred R. Dapprich

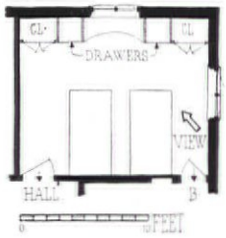


Dell & Wainwright Photos

ERICH MENDELSOHN & SERGE CHERMAYEFF, ARCHITECTS



These two storage arrangements, both in English dining rooms, suggest the numerous possibilities inherent in modern design. In the illustration above the drawer design has been subordinated to the mural, which is painted on a sheet of copper-clad plywood. Below the procedure is reversed, with the drawer handles becoming the main decorative element.



Venetian blinds, Rolscreen Co.; floor finish, Minwax; carpet, Mohawk Mills Inc.; hardware, P. & F. Corbin; paint, Sherwin-Williams Co.; beds, Herman Miller Co.

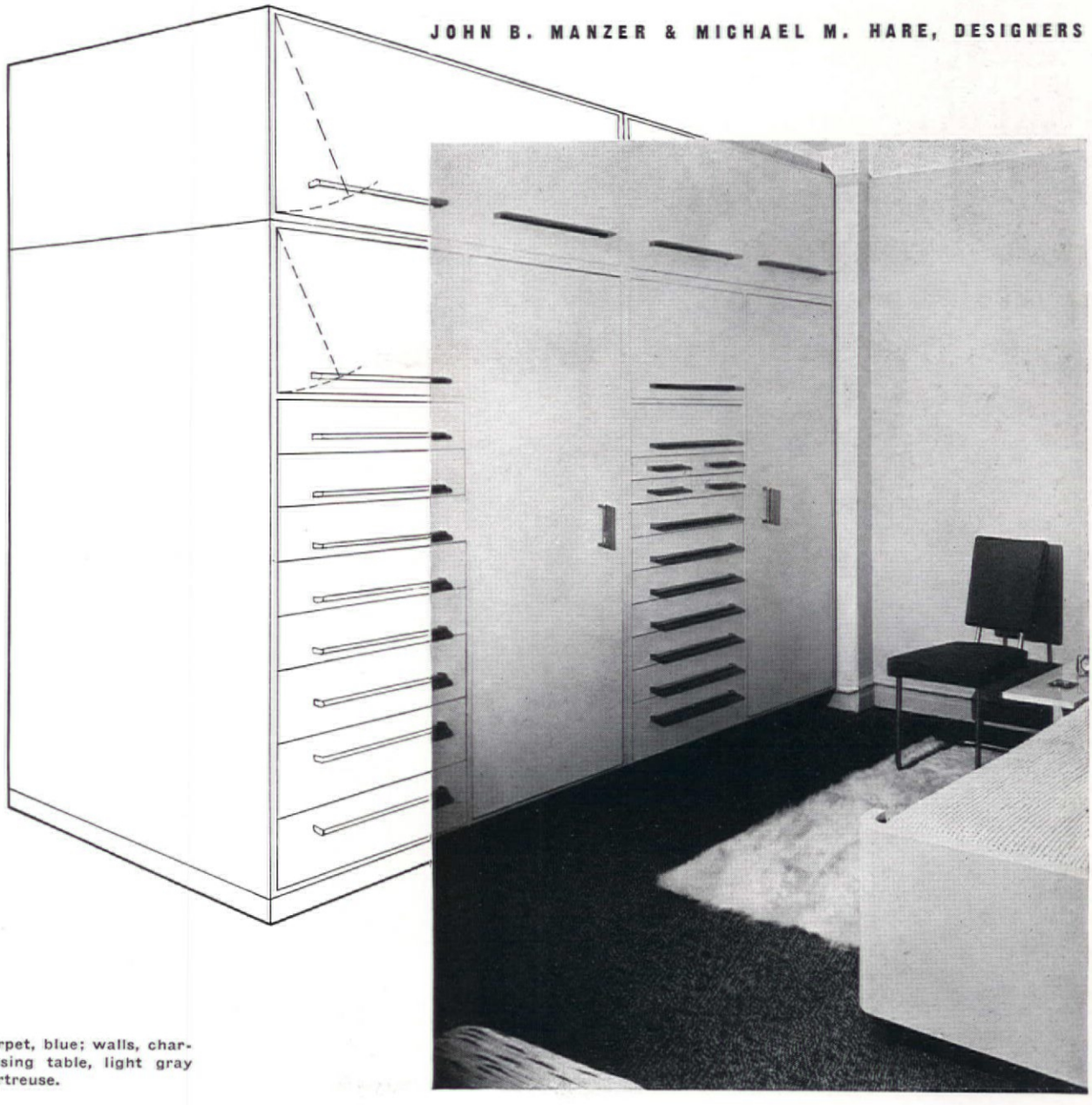


Carl F. Waite

HAYS, SIMPSON & HUNSICKER, ARCHITECTS

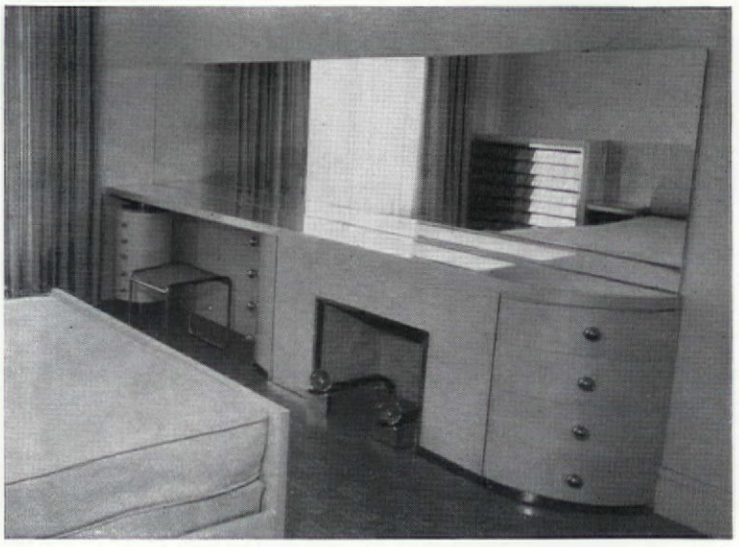
Valuable space can be saved in the small bedroom by the use of built-in storage facilities. The interior at the right, a bedroom in an experimental house, has two closets, two large chests of drawers, and a dressing table in a small area. Below, the bedroom of a city apartment, in which both closets and conveniently shallow drawers are combined in one large unit. Cupboards above accommodate blankets.

JOHN B. MANZER & MICHAEL M. HARE, DESIGNERS



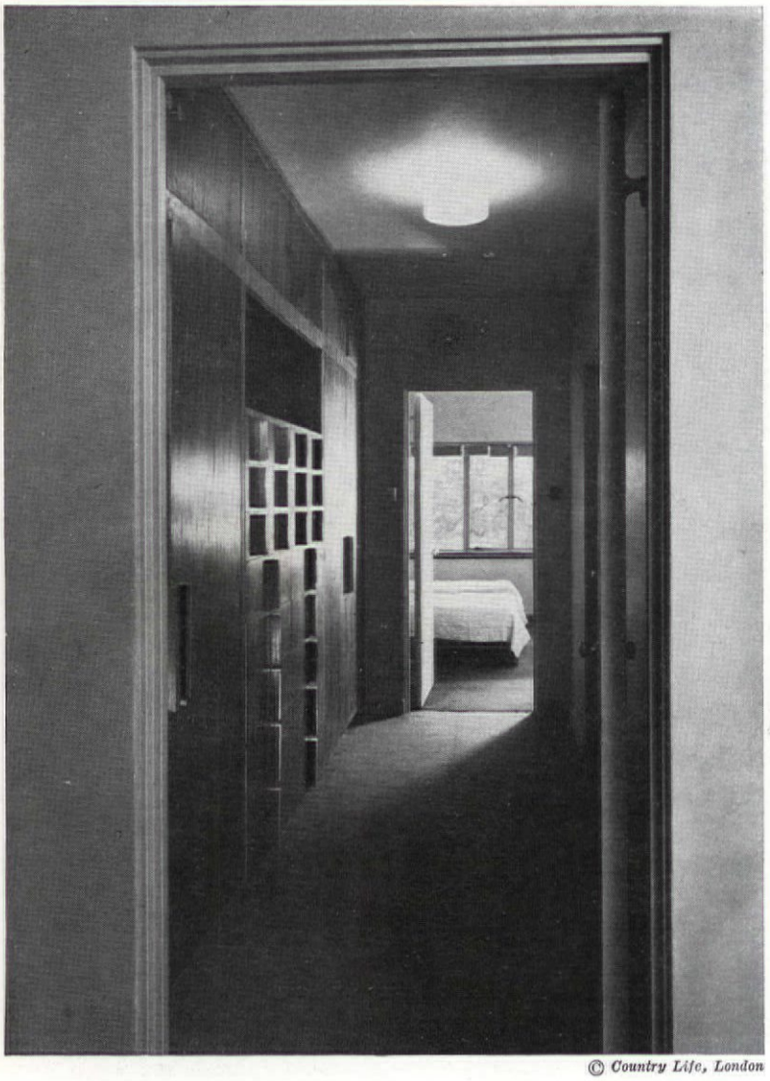
Curtains, raw silk; carpet, blue; walls, chartreuse; bed and dressing table, light gray lacquer; cabinets, chartreuse.





MAURICE BARRET, ARCHITECT

HOWE & LESCAZE, ARCHITECTS



© *Country Life, London*

While the excuse for pivoted instead of sliding drawers is generally esthetic rather than practical, as in the case above, they are by no means inconvenient in use. The cabinets were designed for an apartment in Paris. The plan below shows necessary circulation space turned into dressing space by the inclusion of efficiently designed closets and cabinets. Dartington Hall, England.





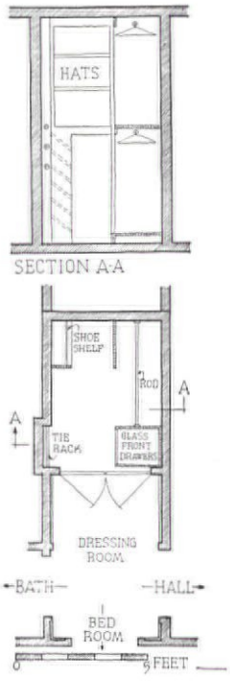
LEONIE PILEWSKI, ARCHITECT



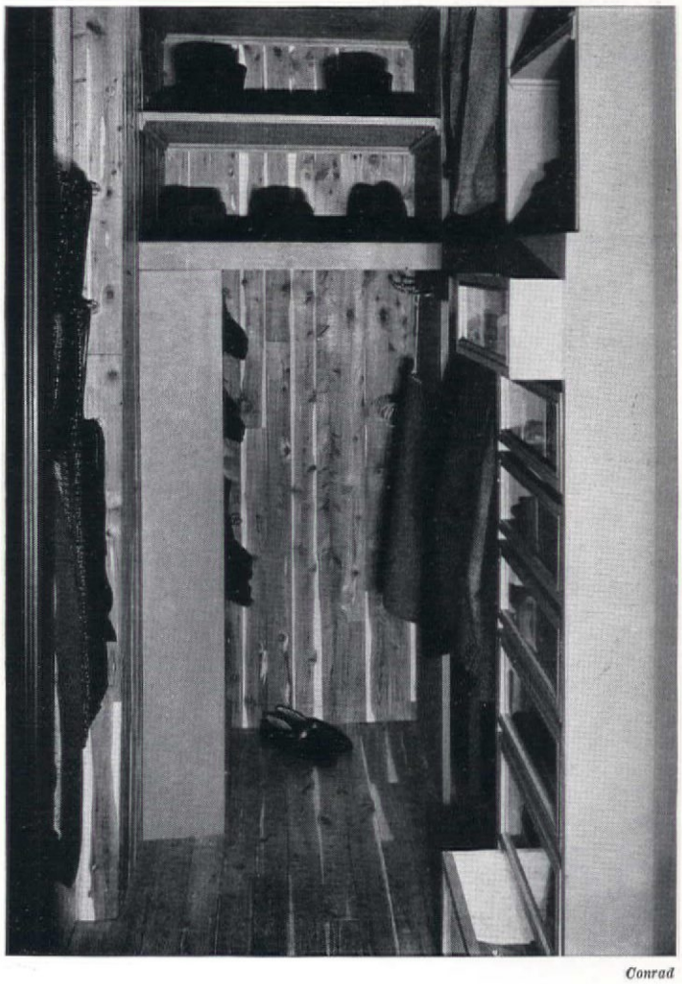
ERNEST PLISCHKE, ARCHITECT

J. Scherb

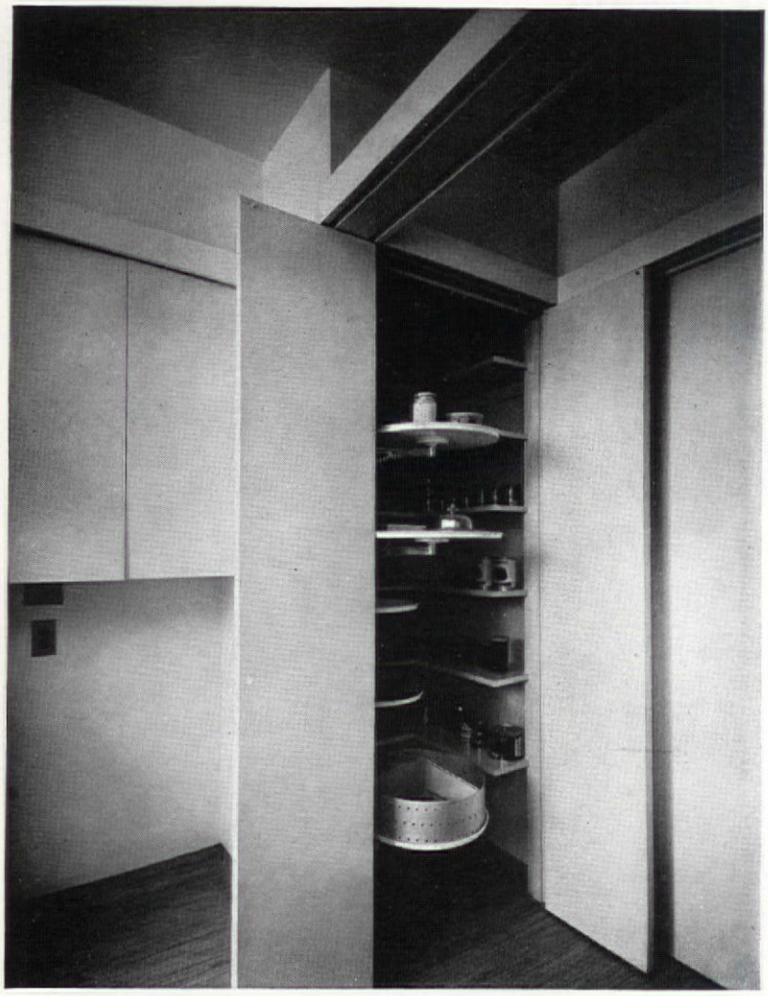
Above, left, closets and dressing stand in an apartment in Vienna. The superiority of sliding doors is apparent where space is cramped. Of particular interest is the very compact dressing stand, consisting of two mirror doors and shallow shelves which fold out of the way when not in use. Top right, another compact storage arrangement in Vienna. Note the correctly shallow shelves in the alcove. Below, a man's closet, cedar lined, with shoe and tie racks, doors with glass fronts.

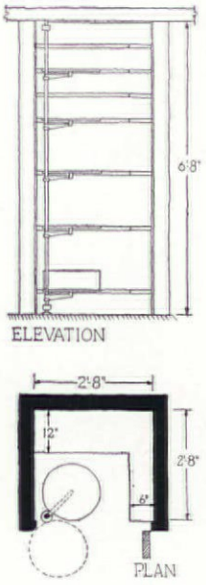


C. COGGESHALL, DESIGNER



Conrad





HARWELL HAMILTON HARRIS, DESIGNER

Above, an extremely compact pantry closet, three feet square. It is ventilated top and bottom, and contains shelves on two sides and revolving trays on the third. Below, two views of three chests built for the studio of an artist specializing in textile design. The chest at the left contains book space and drawers, that in the middle, shelves for drawing and painting materials, the one on the right, for the storage of rolled drawings. Made of comb grain oak, natural finish, with brush chrome pulls and polished chrome supports.

GILBERT ROHDE, DESIGNER





Louis Werner Photos

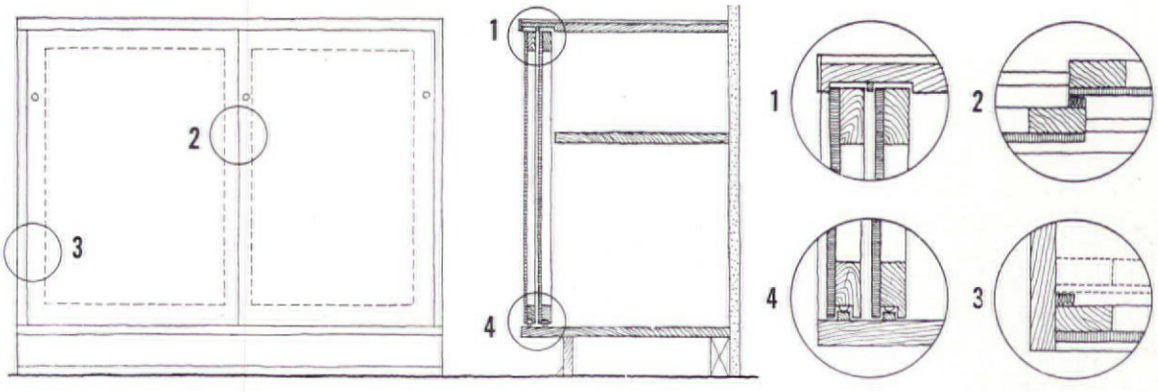
STUDY OF STORAGE ELEMENTS

DESIGNED FOR THE ARCHITECTURAL FORUM

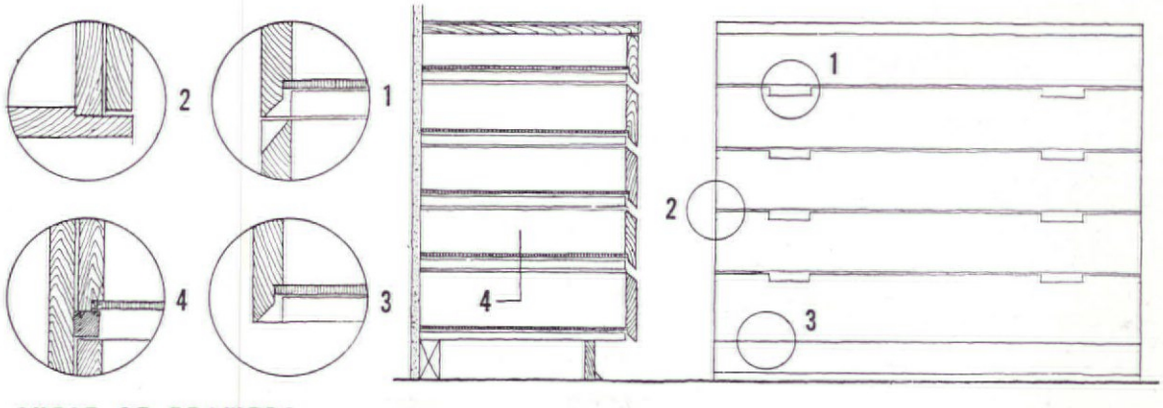


Wide World

RICHARD J. NEUTRA was born in Vienna in 1892, where he graduated from the Polytechnical College of the University of Vienna. He worked as an architect and city planner in a number of European countries, was architect, with Erich Mendelsohn, of the Berliner Tageblatt building in Berlin. Author of "How America Builds," and "America, New Building in the World". At present working in Los Angeles where he has built many distinguished houses, offices, an experimental school.

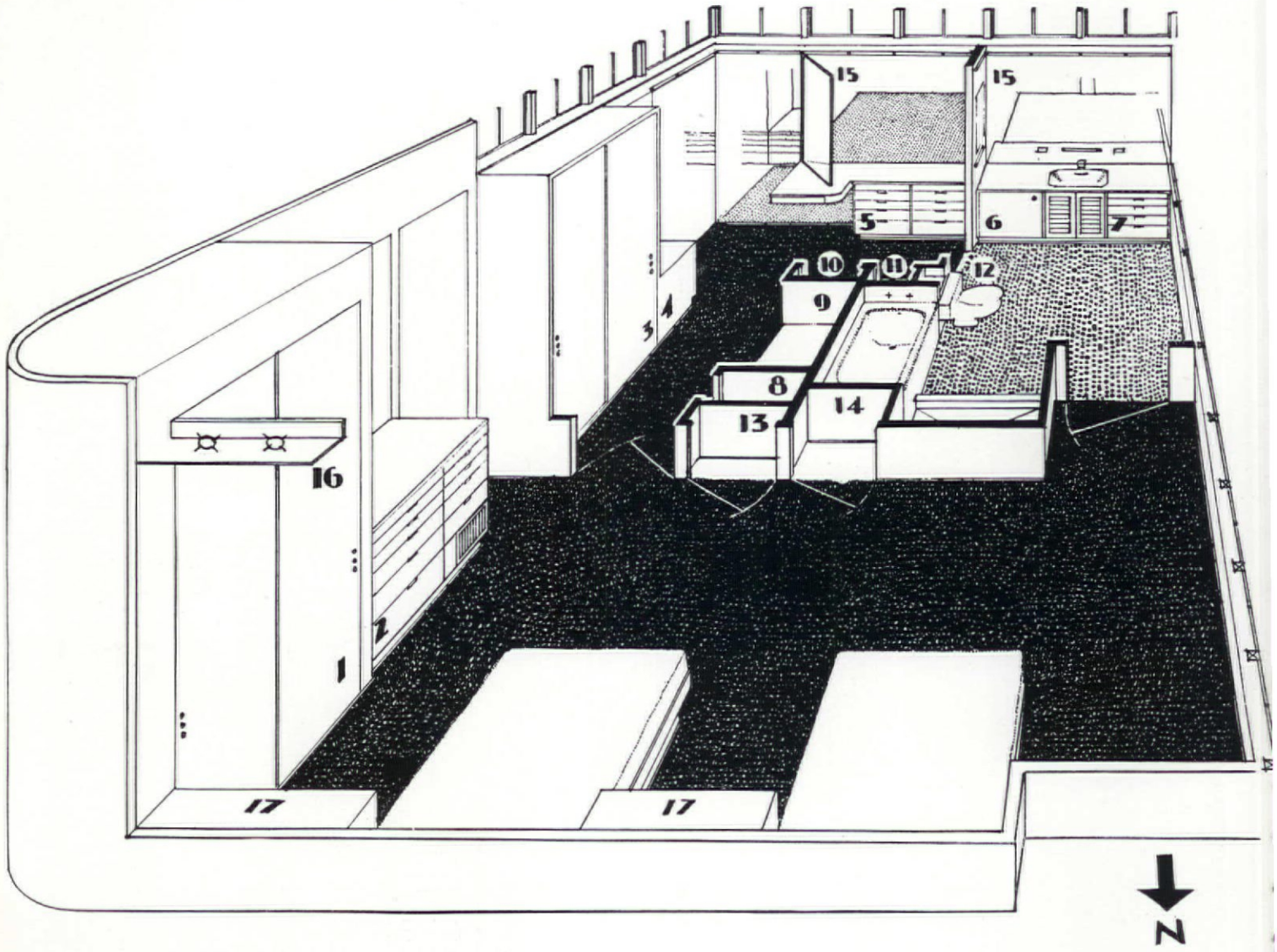


CABINET WITH SLIDING DOORS



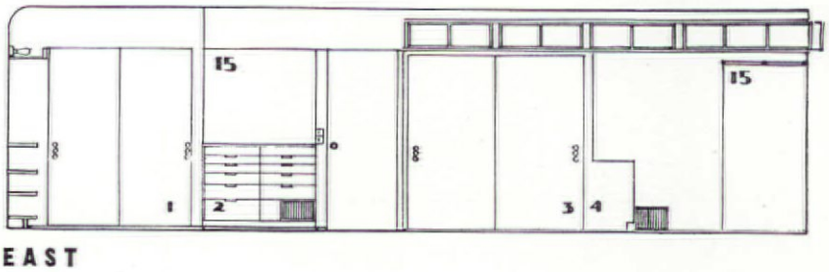
CHEST OF DRAWERS

DESIGNED BY RICHARD J. NEUTRA





SOUTH



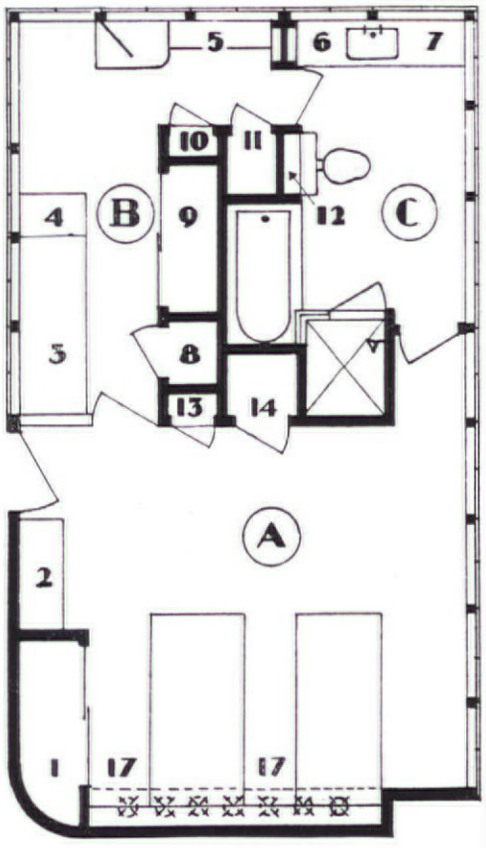
EAST

A. BEDROOM

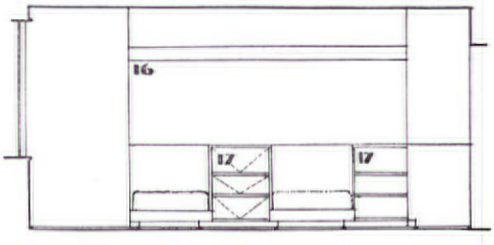
B. DRESSING BAY

C. BATH

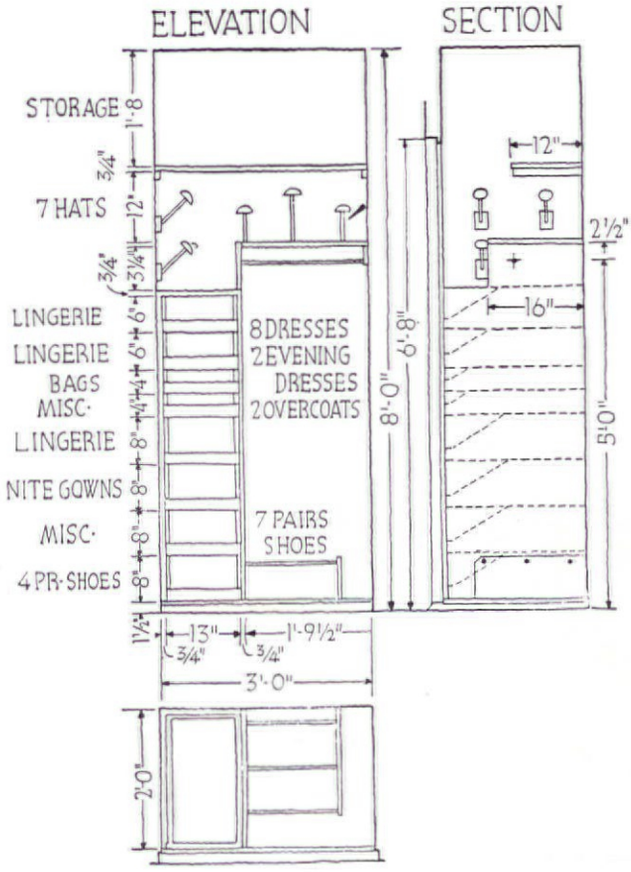
1. HUSBAND'S CLOSET, SHELVES ABOVE
2. HUSBAND'S DRAWER SET, MIRROR ABOVE
3. WIFE'S CLOSET, SHELVES ABOVE
4. AND **5.** WIFE'S DRAWER SETS, MIRRORS, DOUBLE-FACED SWING MIRROR ABOVE
6. BATHROOM CUPBOARD, MIRROR ABOVE
7. BATHROOM DRAWERS, MIRROR ABOVE
8. WIFE'S HAT CLOSET, REVOLVING RACK
9. WIFE'S CLOSET (EVENING DRESSES)
10. WIFE'S VENTED SHOE CLOSET
11. WIFE'S BATHROBES, SHELVES ABOVE
12. MAGAZINE SHELVES NEAR TOILET SEAT
13. HUSBAND'S VENTED SHOE CLOSET
14. BEDROOM CLOSET FOR PAJAMAS, ETC.
15. MIRROR WAINSCOTING
16. LIGHTSHELF OVER BEDS
17. SHELVES FOR BOOKS, BUILT-IN RADIO, ASH DUMP, ETC.



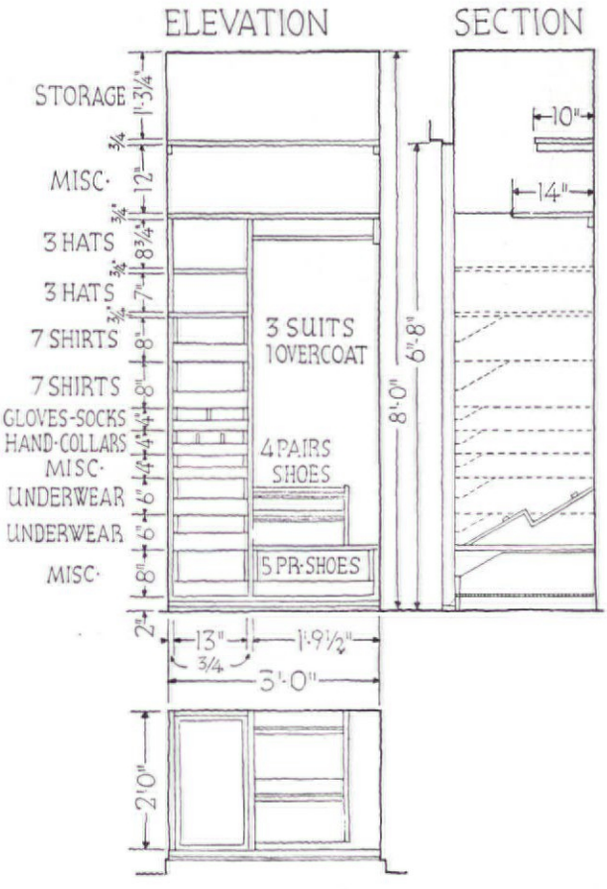
PLAN



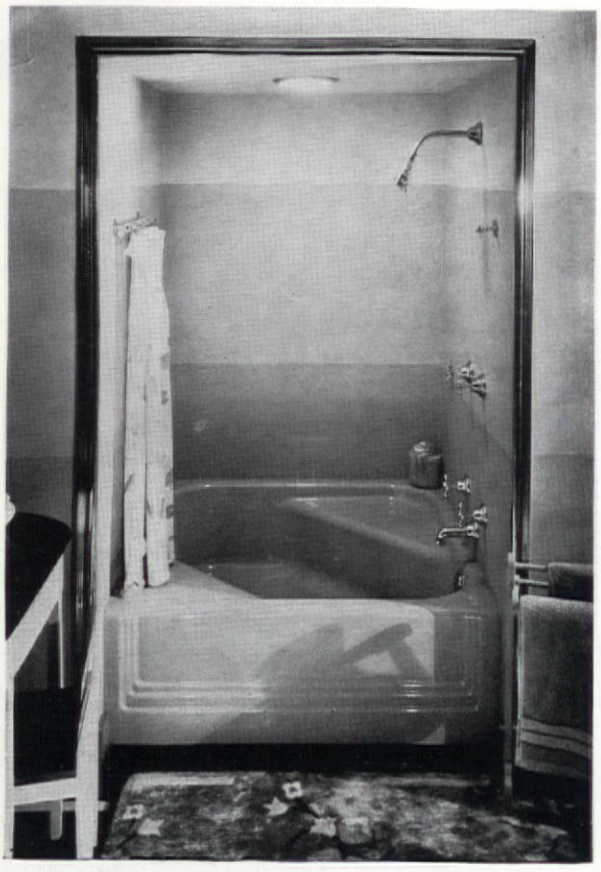
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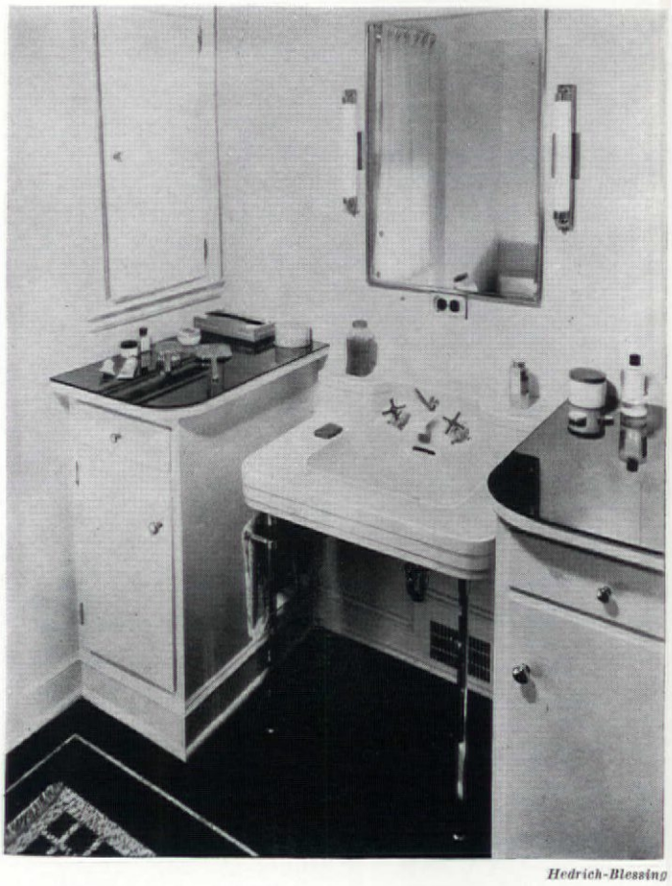
WOMAN'S CLOTHES CLOSET



MAN'S CLOTHES CLOSET



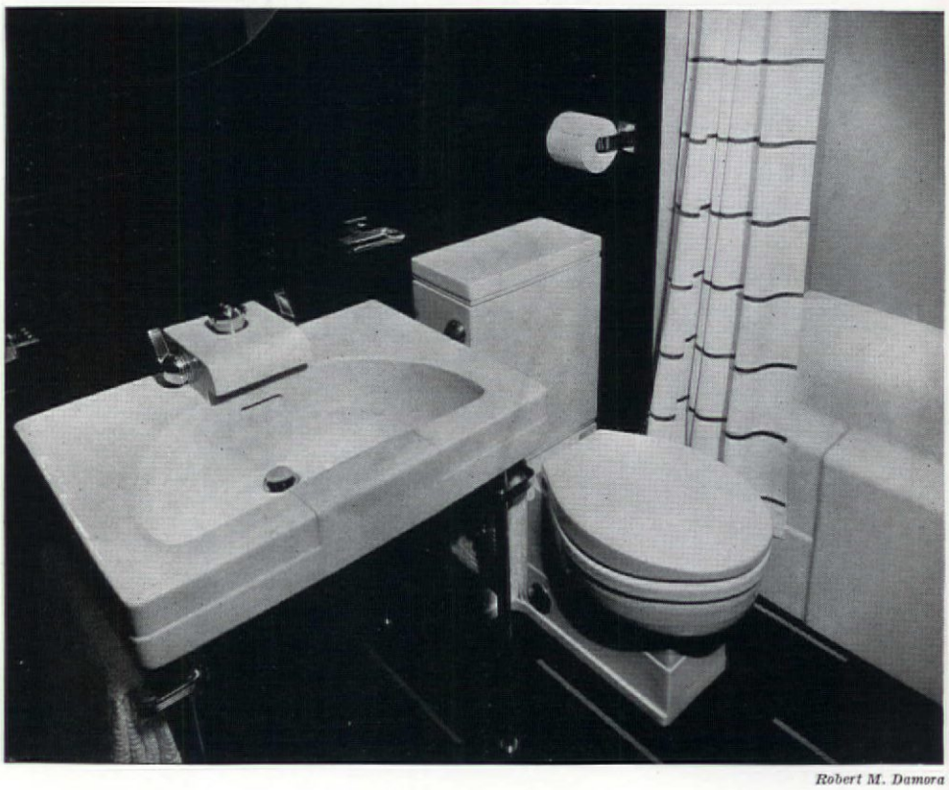
A square tub, built into a shower enclosure, which offers several advantages, both in size and convenience of use. Standard Sanitary Mfg. Co.



Hedrich-Blessing

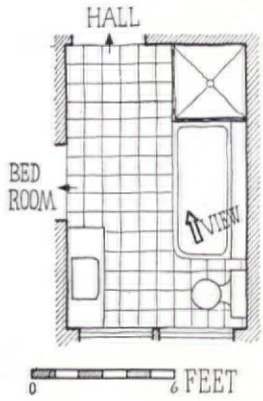
Crane lavatory, with built-in wood cabinets on either side, a convenient and inexpensive combination. The side lighting, furnished by tube lights, is excellent.

HENRY DREYFUSS, DESIGNER



Robert M. Damora

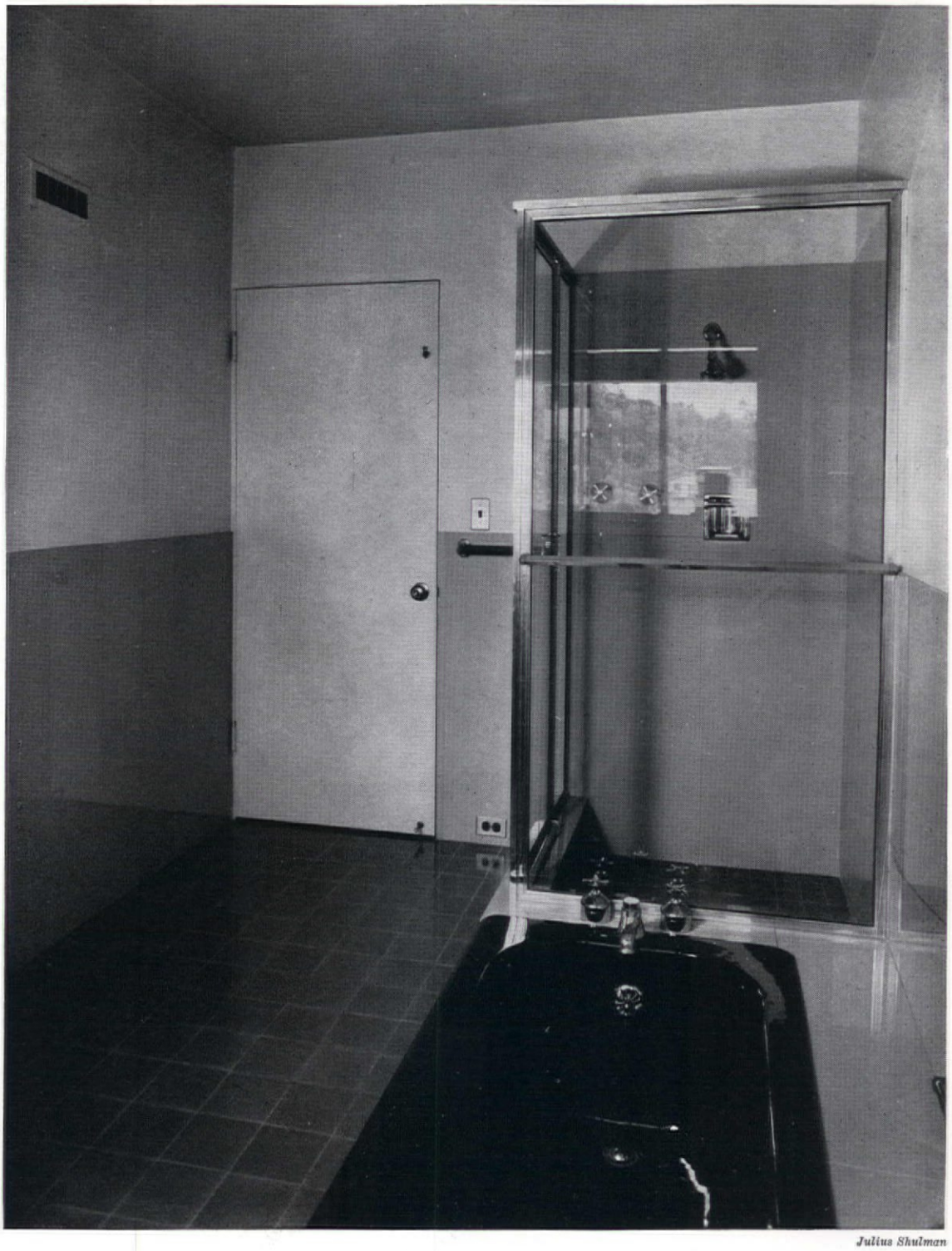
Lavatory and water-closet, part of a new line designed for the Crane Co. by Henry Dreyfuss. The shape of the lavatory is well worked out, and the spout is shaped so that a stopper and handles are contained in one unit.



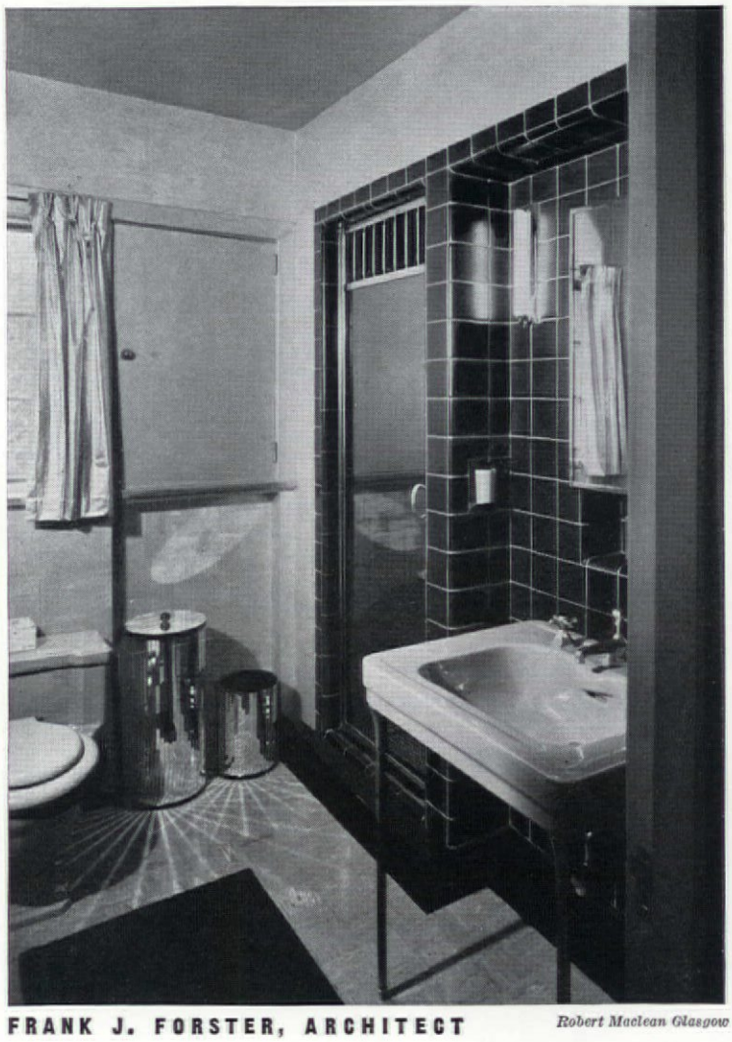
The plate glass shower enclosure is not continued to the ceiling, thereby permitting steam to escape easily. Walls are plaster and smooth-finish composition board.

Wall coverings, light gray colored Carrara glass, Pittsburgh Plate Glass Co.; floor covering, light gray colored tile, Gladding, McBean Co. Fixtures, blue colored, Standard Sanitary Mfg. Co.; toilet seat, C. F. Church Mfg. Co.; shower stall, Windsor Shower Co.

RAPHAEL S. SORIANO, DESIGNER



Julius Shulman

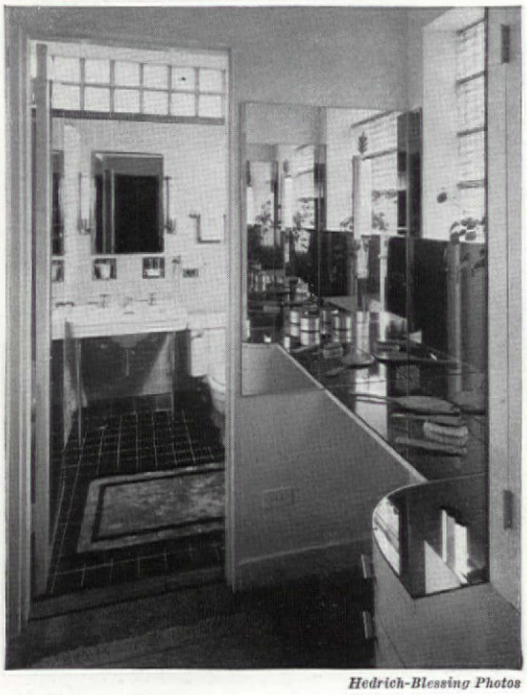


FRANK J. FORSTER, ARCHITECT

Robert Maclean Glasgow

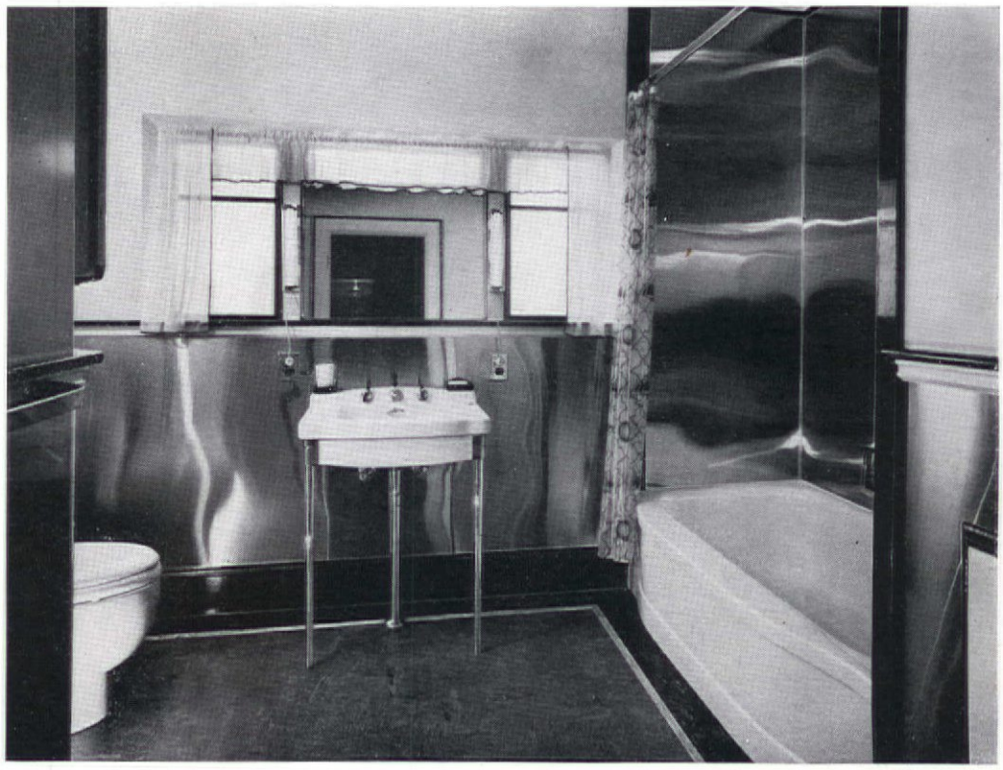
GILMER V. BLACK, ARCHITECT





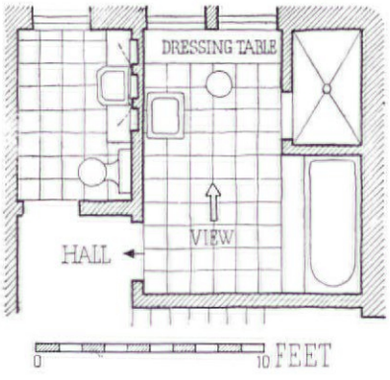
Hedrich-Blessing Photos

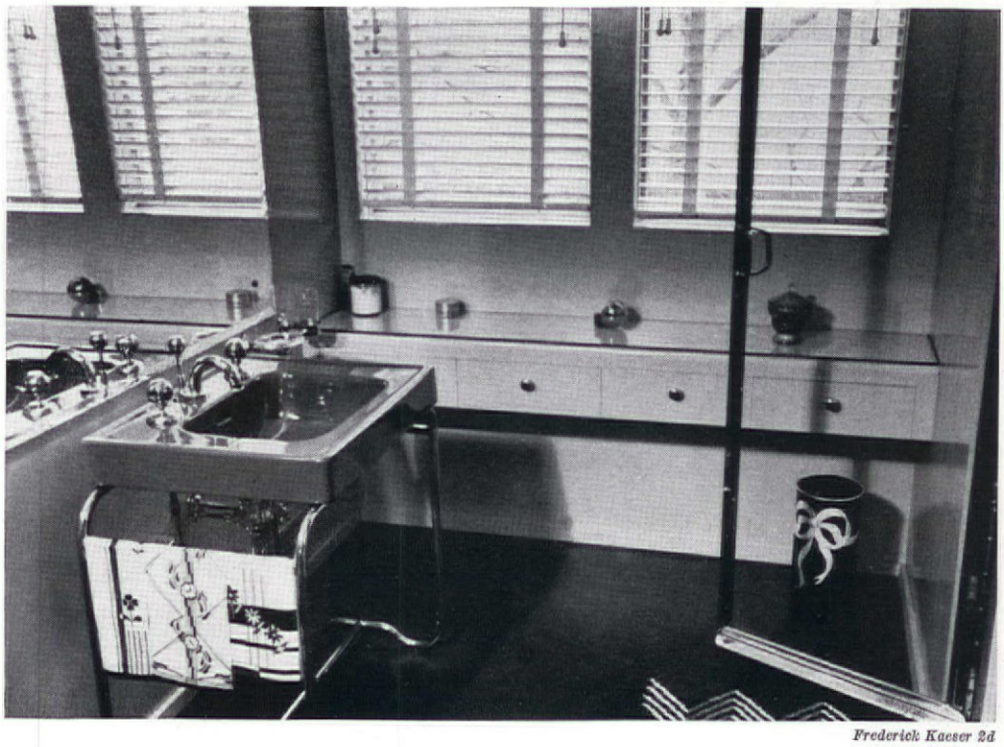
Above, combination of tile and wallpaper used as wall coverings. The waterproof paper is by Katzenbach & Warren, Inc., the fixtures by Standard Sanitary Mfg. Co. Left, bath and dressing room, using Owens-Illinois glass block for clerestory lighting. Tile is by the Interior Tiling Co.; fixtures are by Crane Co.



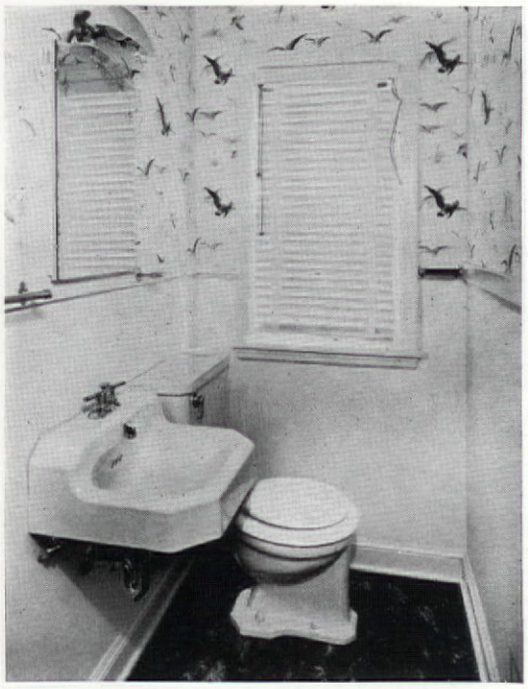
Two examples representing variations from standard practice. Above, the bathroom walls have been covered with stainless steel sheets (Enduro, in No. 4 finish). Republic Steel Co. Below, a large bathroom with lavatory, shower, tub, and dressing table; the water-closet is located in the adjoining room. The floor is slate-gray Sealex by Congoleum-Nairn; walls, yellow enamel; mirror, Pittsburgh bevel plate; fixtures, Standard Sanitary Mfg. Co.

BEATTY & STRANG, ARCHITECTS

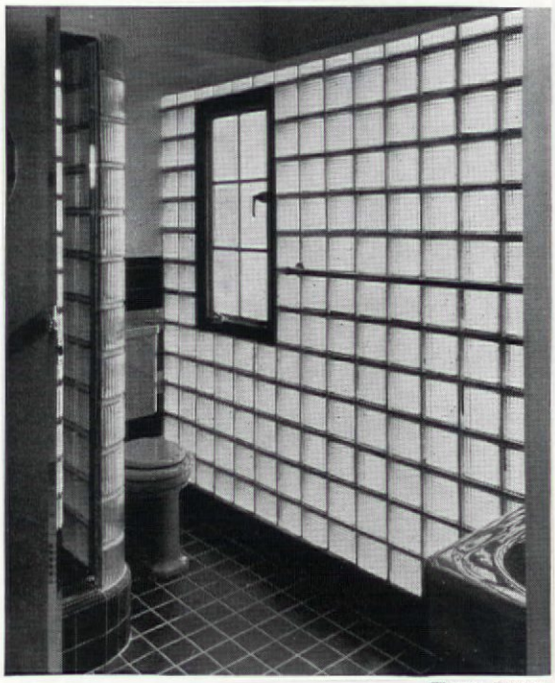




Frederick Kaeser 2d



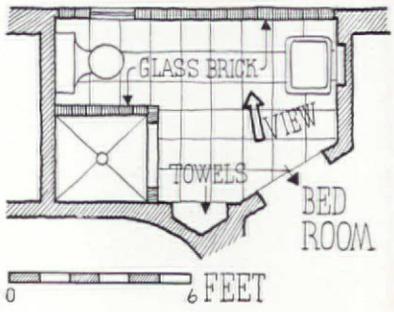
Powder room in demonstration house, Kansas City. Fixtures by Kohler Co.



Thomas Airviews

ALFRED LEVITT, DESIGNER

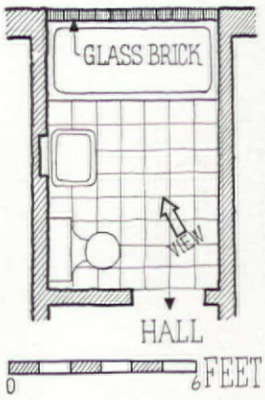
Bathroom in a Long Island development house with glass block walls by Owens-Illinois; fixtures by Standard Sanitary Mfg. Co. Shower enclosure also glass block.



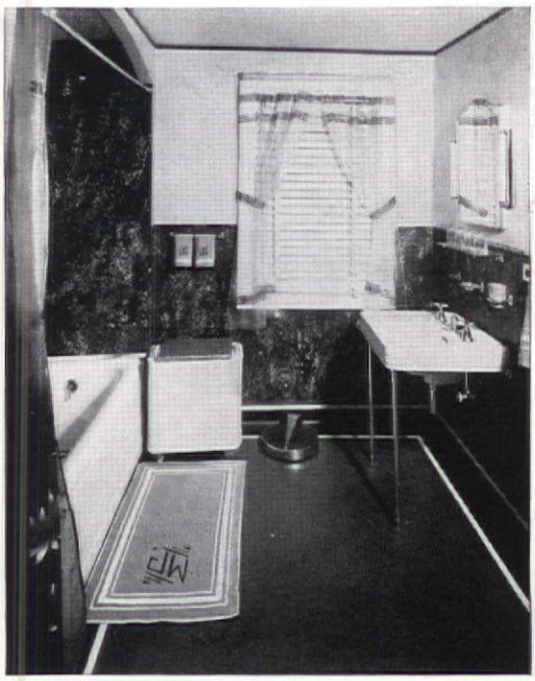
ALFRED LEVITT, DESIGNER



Thomas Airviews



A glass block wall from tub to ceiling provides ample illumination in this bathroom. Block by Owens-Illinois, fixtures by Briggs Mfg. Co.



Charmante

ALBERT E. OLSEN, DESIGNER

Bathroom in a development house, showing the use of linoleum for wall covering.



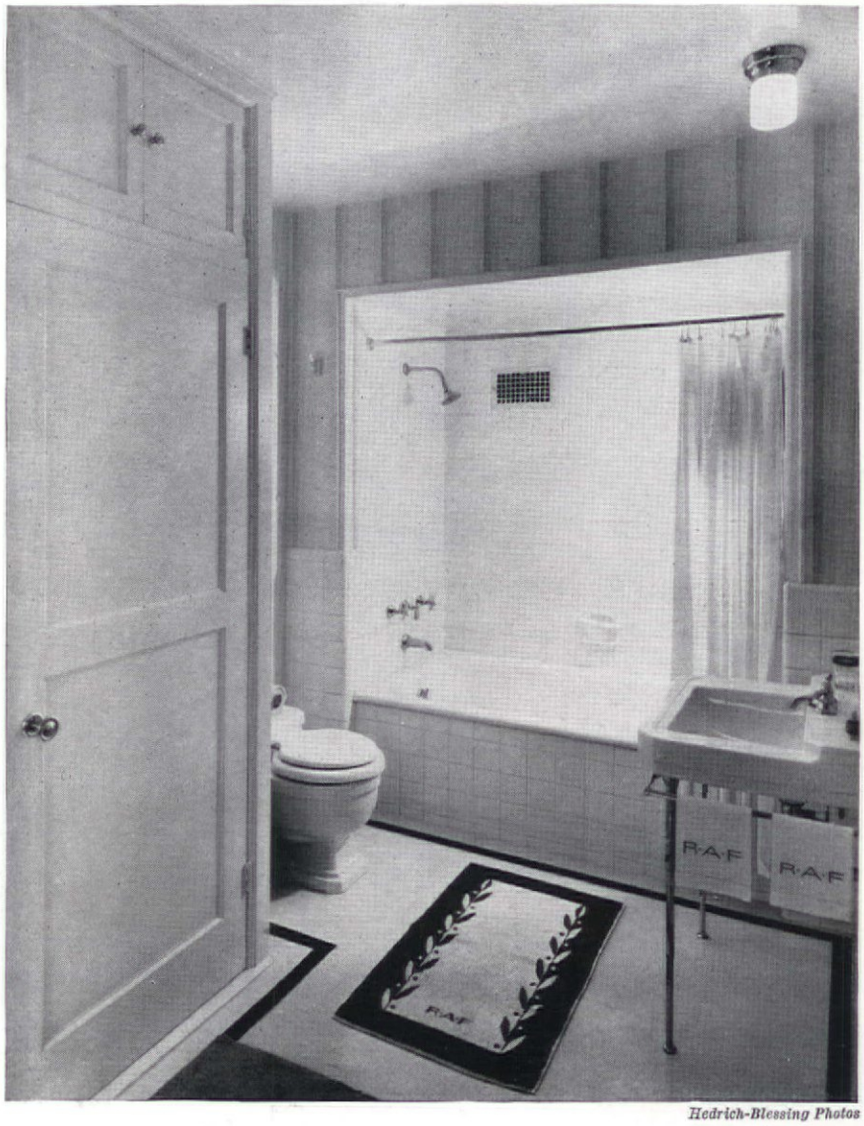
Hedrich-Blessing

SAMUEL OMAN, ARCHITECT

The use of wallpaper with a prominent flower pattern is effective in modifying the usually severe bathroom appearance.

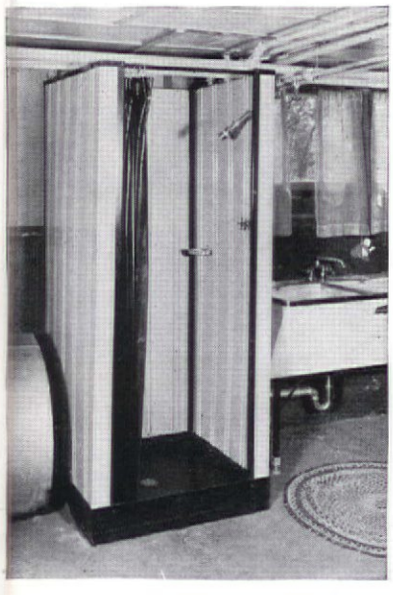
BENJAMIN MARSHALL CO., ARCHITECTS

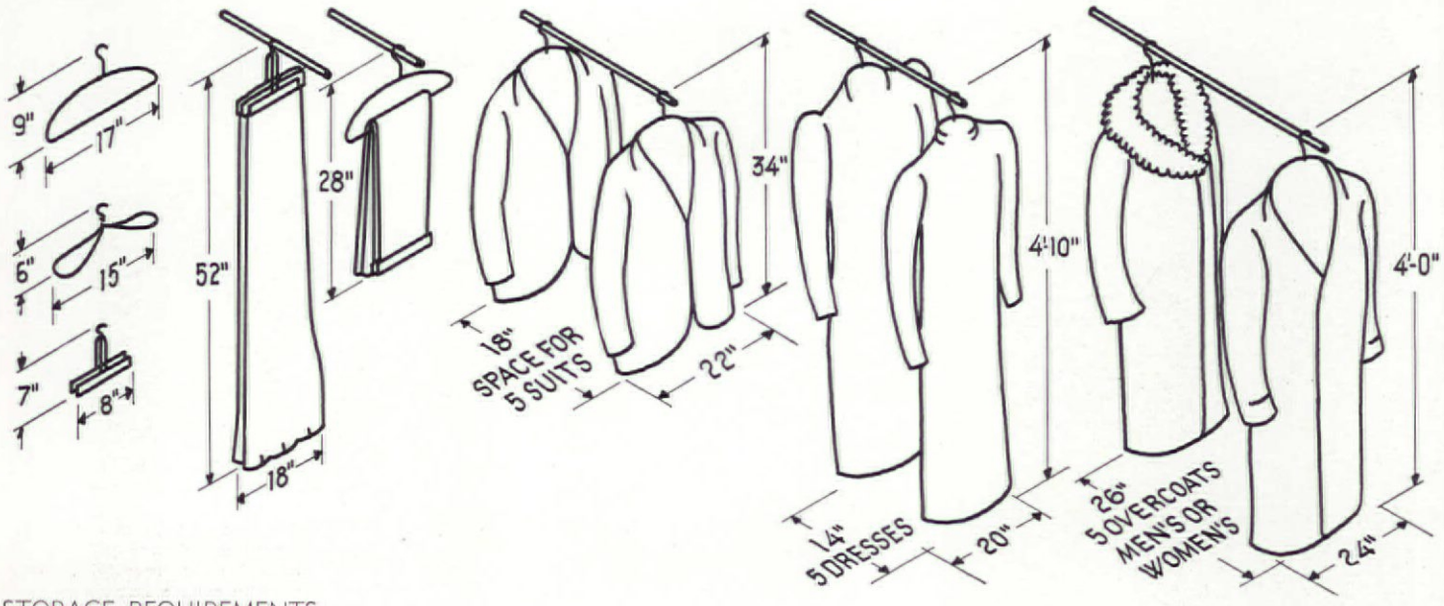
A large, well-equipped bathroom with tile and wallpaper for wall covering. Tub and shower are built in.



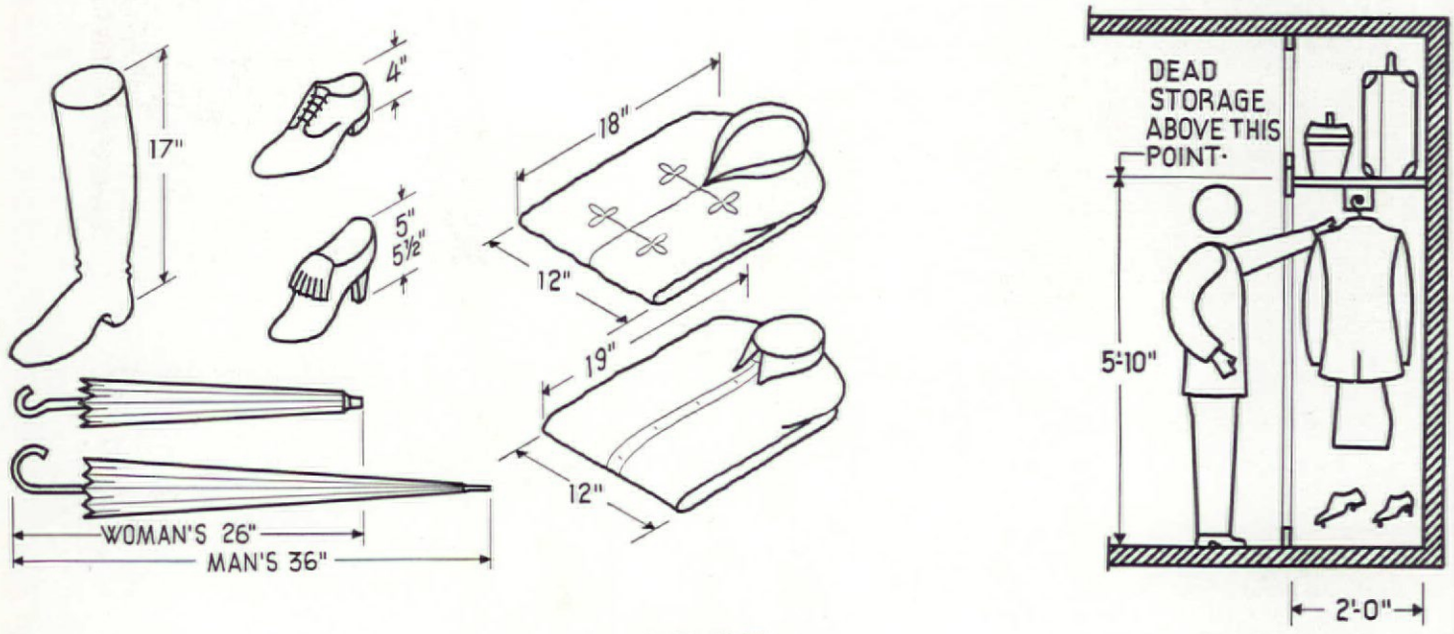
Hedrich-Blessing Photos

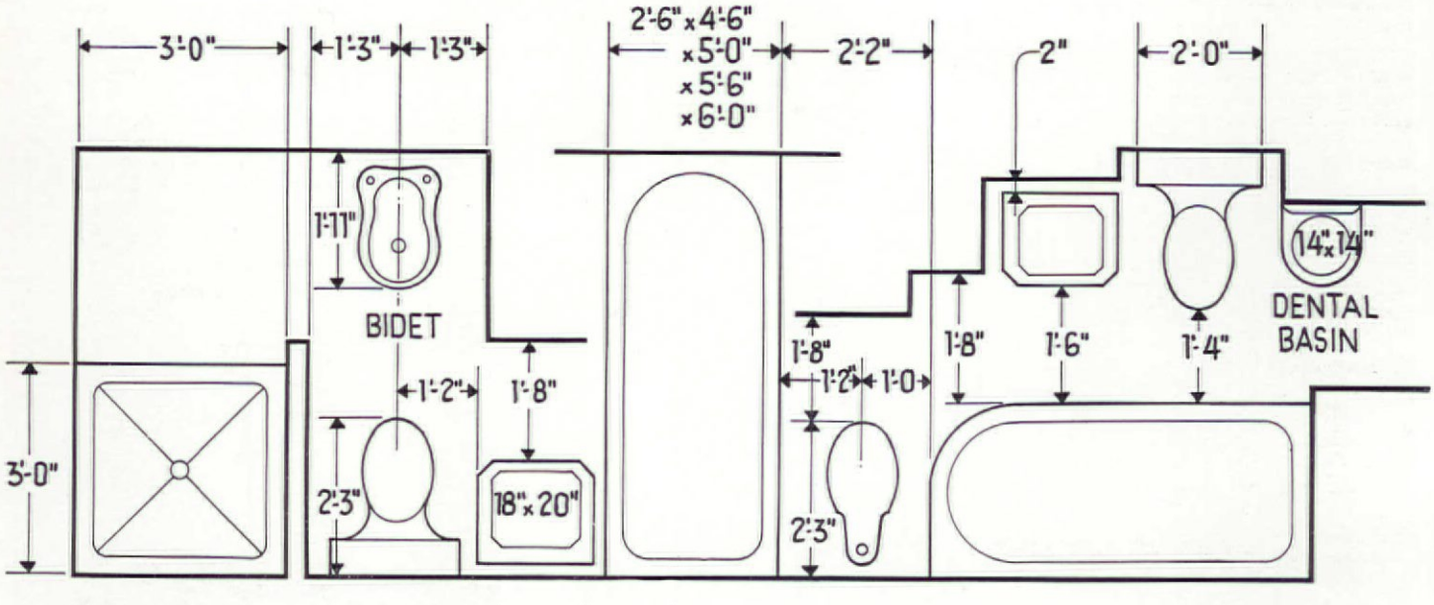
A prefabricated sheet metal shower cabinet, by the Henry Weis Mfg. Co., which suggests an economical means of providing extra bathing facilities.





STORAGE REQUIREMENTS





MINIMUM CLEARANCE: PLUMBING FIXTURES